FEBRUARY 1, 1954

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TECHNOLOGY DEPT.

BROADCASTING TELECASTING

NEWSPAPER
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Technology Dept
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IN THIS ISSUE:

Summer Hiatus
Night Network TV
Page 27

3 Finds Increase
Uhf Saturation
Page 34

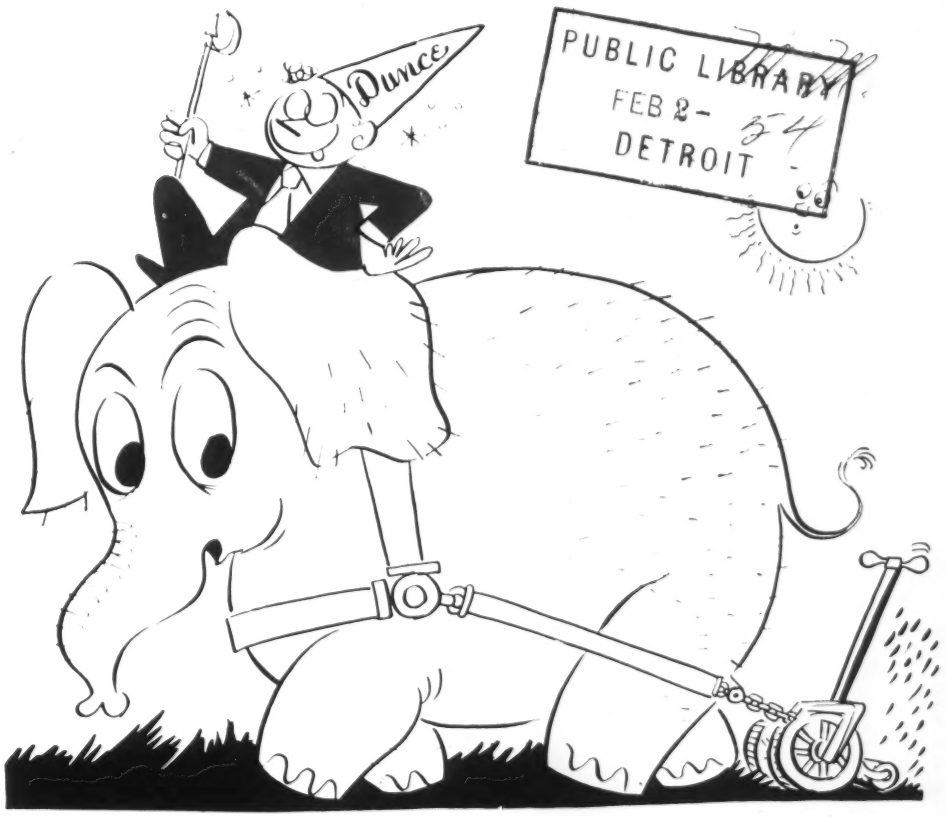
Clearing House
Radio-TV Urged
Page 38

Sets Up Proposed
Fees for Filing
Page 46

FEATURE SECTION
Index on Page 79

23 RD year

THE NEWSWEEKLY OF RADIO AND TV



You wouldn't harness an elephant to a lawnmower, would you?

You don't need 50,000 watts or 10,000 or even 5000 to cover the *compact* Baltimore market!

W-I-T-H will do the job for you *without waste!* Network stations overlap areas covered by their own affiliates . . . their effective coverage is limited to just about the area W-I-T-H itself covers.

NIELSEN SHOWS W-I-T-H IN LEAD!

In Baltimore City and Baltimore County W-I-T-H leads every other radio and television station network or independent in weekly daytime circulation.

Let your Forjoe man give you all the facts in this amazing Nielsen Coverage Service Survey.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

WTVR

CHANNEL 6 RICHMOND, VA.

now

MAXIMUM POWER

100,000 Watts

MAXIMUM HEIGHT

1049 Foot Antenna

actual photo of the new 1049 ft.
Self - Supporting Tower

LOCATED IN THE GEOGRAPHICAL
CENTER OF THE CITY

Not a half station located on
the Atlantic Coast, but a whole Station
Located 100 miles from the Coast in the
State's Capitol, RICHMOND, VA.

Statewide Coverage

Service from all four Networks
Represented Nationally by Blair TV. Inc.
Wilbur M. Havens - Station Manager
Havens & Martin Inc. - Richmond, Va.

CHANNEL
WTVR 6

SUDDEN SALES in UTAH

SUDDEN SALES PLAN ON THESE UTAH STATIONS

KALL	*Salt Lake City*	**1,000 watts**
KLO	*Ogden*	**5,000 watts**
KOVO	*Provo*	**5,000 watts**
KVNU	*Logan*	**1,000 watts**
KOAL	*Price*	**250 watts**

Sudden Sales Result From This Comprehensive Merchandising

1. Full distribution in 155 food stores.
2. Featured display in every store.
3. Continuing point of purchase promotion.
4. Store bulletins.
5. Store demonstrations and sampling.
6. Newspaper and hand bills.
7. Store and window banners.
8. Products guide.
9. Intermountain's famous merchandising service.

Send for our brochure on sudden sales in Utah, or contact your nearest Avery-Knodel man.

FOR SUDDEN SALES IN UTAH

IT'S THE

INTERMOUNTAIN NETWORK

146 South Main Street, Salt Lake City, Utah

LYNN L. MEYER *President*

ASK YOUR AVERY-KNODEL MAN

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Radio Score

IN DALLAS

QUARTER HOURS (192) ALL-OVER WEEK

	FIRSTS	TIES
KRLD	**122**	**9**
STATION B	39	7
STATION C	17	
STATION D	5	2

OTHER DALLAS STATIONS:

Station E, no firsts; Station F, no firsts; Station G, no firsts.

Pulse Report: Oct. Nov. 1953

COTTON BOWL SCORES:

1937	TCU	16	Marquette	6
1938	Rice	28	Colorado	14
1939	St. Marys	20	Texas Tech	13
1940	Clemson	6	Boston C	3
1941	Texas A&M	13	Fordham	12
1942	Alabama	29	Texas A&M	21
1943	Texas	14	Georgia Tech	7
1944	Randolph Field	7	Texas	7
1945	Okla. A&M	34	TCU	0
1946	Texas	40	Missouri	27
1947	Arkansas	0	LSU	0
1948	SMU	13	Penn State	13
1949	SMU	21	Oregon	13
1950	Rice	27	N. Carolina	13
1951	Tennessee	20	Texas	14
1952	Kentucky	20	TCU	7
1953	Rice	28	Alabama	6

KRLD

Owners and Operators of
KRLD-TV Maximum Power Station
100,000 Watts Video and 50,000 Watts Audio
The TIMES HERALD Stations

Exclusive outlet for CBS network shows in Dallas and Ft. Worth

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

The BRANHAM COMPANY, Exclusive Representative

JOHN W. RUNYON, Chairman of the Board
CLYDE W. REMBERT, President

closed circuit

EXTENT to which color may affect local retail lineage in newspapers is hot topic these days among newspaper publishers, notably those in tv ownership. Whereas radio and tv haven't made appreciable dent in department store lineage (about 5%), color offers such tremendous advantages that far-sighted publishers are installing modern color presses in hope of stemming colorcasting tide.

★ ★ ★

FUROR over Justice Dept. ferreting into advertising business methods, first revealed in B•T Jan. 18, has reached White House and other high places. Top figures in newspaper industry, who feel they are chief target, charge department is still pouting over loss of several newspaper anti-trust cases and is following old New Deal policy of trying to apply public utility regulation to publishers. Fingers pointed at Herbert A. Bergson, former anti-trust chief, called author of policy, and Victor H. Kramer, litigation section chief who argued several newspaper anti-trust cases for government.

★ ★ ★

FORMATION of new subcommittee on communications is on agenda of Senate Interstate & Foreign Commerce Committee. When late Sen. Tobey took helm he abolished subcommittee concept. Chairman John W. Bricker (R-Ohio) plans to reinstate subcommittees handling other regulatory agency activities in addition to radio-communications.

★ ★ ★

HAL ROACH Sr., pioneer movie-maker who was among first to recognize tv, is button-holing telecasters on revolutionary plan, full details of which he isn't yet prepared to reveal. Broadly, it contemplates direct producer-station relationship, eliminating networks, with key stations to serve as area distributors for Roach productions. Sales would be direct to advertisers, but utilizing "magazine format" whereby several accounts would buy "preferred position" minute spots in an hour-long production using top-name talent, with costs depending on rating of programs and talent, rather than under existing station rate structures for particular time segments.

★ ★ ★

LENNEN & NEWELL, N. Y., has sent telegrams to radio and television stations west of Denver asking for number of beer sponsors on air during 1953. Research presumably to enable agency to recommend radio-tv spot campaign to Schlitz beer in that area to coincide with the opening of brewer's new $12 million West Coast plant.

★ ★ ★

WAY WAS PAVED at NARTB board meetings in Phoenix Jan. 21-23 for elevation of Robert K. Richards to second-in-command of trade association, post he has filled for several months without benefit of title. Now administrative vice president, Mr. Richards was assigned directly to President Harold Fellows' office and assumption is that he soon will be named executive vice president.

★ ★ ★

OPERATORS of fabulous hotels and casinos in Las Vegas, Nev., are talking tv network originations once cable comes through. With top acts (running $30,000 to $50,000 per week) showing at seven top Strip spots, operators propose to underwrite cable and origination costs, with KLAS-TV (ch. 8) as originating station. Cable expected through by July, although scheduled date is September.

★ ★ ★

USE of American network color telecasts on Canadian television network being discussed at informal meeting between CBC officials and independent Canadian television stations at Ottawa during first week of February. Costs of color equipment and availability of color receivers in Canada by next year on agenda.

★ ★ ★

RE BUDWEISER-ST. LOUIS Cards plans for televising team's 77 road games in St. Louis, it's understood three stations have submitted presentations to brewery and agency (D'Arcy Adv. Co.). Included are two uhfs—WTVI (TV) Belleville, Ill., and KACY (TV) Festus, Mo. Either KSTM-TV or KSD-TV St. Louis also in running. WTVI televised home games of St. Louis Browns last season.

★ ★ ★

LOOK for rejection of unfavorable UNESCO findings on American television during International Catholic Assn. of Radio & Television convention, which opened in Paris yesterday (Sunday). At least one U. S. broadcaster plans to counteract "unflattering reference" to content of American shows with actual samples of programs and commercials. Twenty-two countries expected to be represented. Broadcaster is Jerry Keefe, general manager of WFJL (FM), Bishop Bernard Sheil's Chicago station, and executive board member of Catholic Broadcasters Assn. (see story page 64).

★ ★ ★

RADIO attorneys, both FCC and those in private practice, have made no bones about their unhappiness at functioning of FCC's new rules of procedures which became effective last year. Too many pleadings, especially in tv cases, have practically negated objective of speeding up hearings. FCC-FCBA joint committee report has been circulated among FCC officials. Look for pronouncement by Commission in week or so on how procedures should work, with attendant revisions of some rules.

★ ★ ★

MELVIN GOLDBERG, executive director of newly-formed Ultra High Frequency Television Assn., will resign next week to set up as a station management consultant, in association with one of his clients. Mr. Goldberg joined uhf group after serving with U. S. Information Agency. Before that he was research director of DuMont Network.

IN THIS ISSUE

LEAD STORY

The summer hiatus promises to become obsolete. B•T survey shows 90% of nighttime tv network advertisers plan to keep their time the year around. *Page 27.*

ADVERTISERS & AGENCIES

Weintraub fires opening gun in pitch for RCA account through full page ad in *New York Times*. *Page 28.*

FILM

ABC-TV, movie industry plan tv show. *Page 31.*

FACTS & FIGURES

In combined uhf-vhf markets, rate of uhf conversion is ahead of uhf tune-in, according to ARB. *Page 34.*

Radio Hooperatings will be revived in 50 markets. *Page 36.*

TRADE ASSOCIATIONS

Establishment of central clearing house to handle national spot and take big billing, collecting and disbursing load off agencies is proposed. *Page 38.*

NARTB starts organizational revamping ordered by directors. *Page 42.*

GOVERNMENT

FCC issues proposed schedule of charges for station applications—$325 per application for am, fm and tv. *Page 46.*

FCC Comr. Robert E. Lee says he's "not mad at anybody" after Senate confirms his appointment by 58-25 vote. *Page 50.*

STATIONS

Weekly summary of tv stations beginning operation last week and expecting to start soon. *Page 58.*

MANUFACTURING

RCA demonstrates miniature atomic battery which may make pocket-sized radios possible. *Page 70.*

General Electric will manufacture and sell CBS-developed color tv equipment. *Page 72.*

FEATURES

Analysis of audience trends shows music, as radio program type, holds up best against tv competition. *Page 82.*

How a radio station trained its own staff for tv. *Page 84.*

FOR THE RECORD

Text of new amendments to NARTB radio and television codes. *Page 86.*

Weekly TELESTATUS summary of all operating tv stations and their estimates of tv sets plus commencement target dates of all tv grantees. *Page 99.*

WHAT'S DOING IN CHICAGO RADIO ?

. . . PLENTY!

In this second television market of the nation, one of the four major radio stations—AND ONLY ONE—has increased its audience since 1950 . . . the period of greatest TV growth.

The average daily Monday-through-Friday rating for Station WMAQ (Pulse, Sept.-Oct. 1953) is 13 per cent GREATER than it was during the same period in 1950. Meanwhile, Station A has DECLINED seven per cent, Station B 11 per cent and Station C is unchanged.

In addition, Station WMAQ is the ONLY station of the four to register average rating gains in each of the three periods of the day—morning, afternoon and night.

Once again, proof that more and more Midwest radio homes—now 12 per cent greater in number than four years ago—turn to

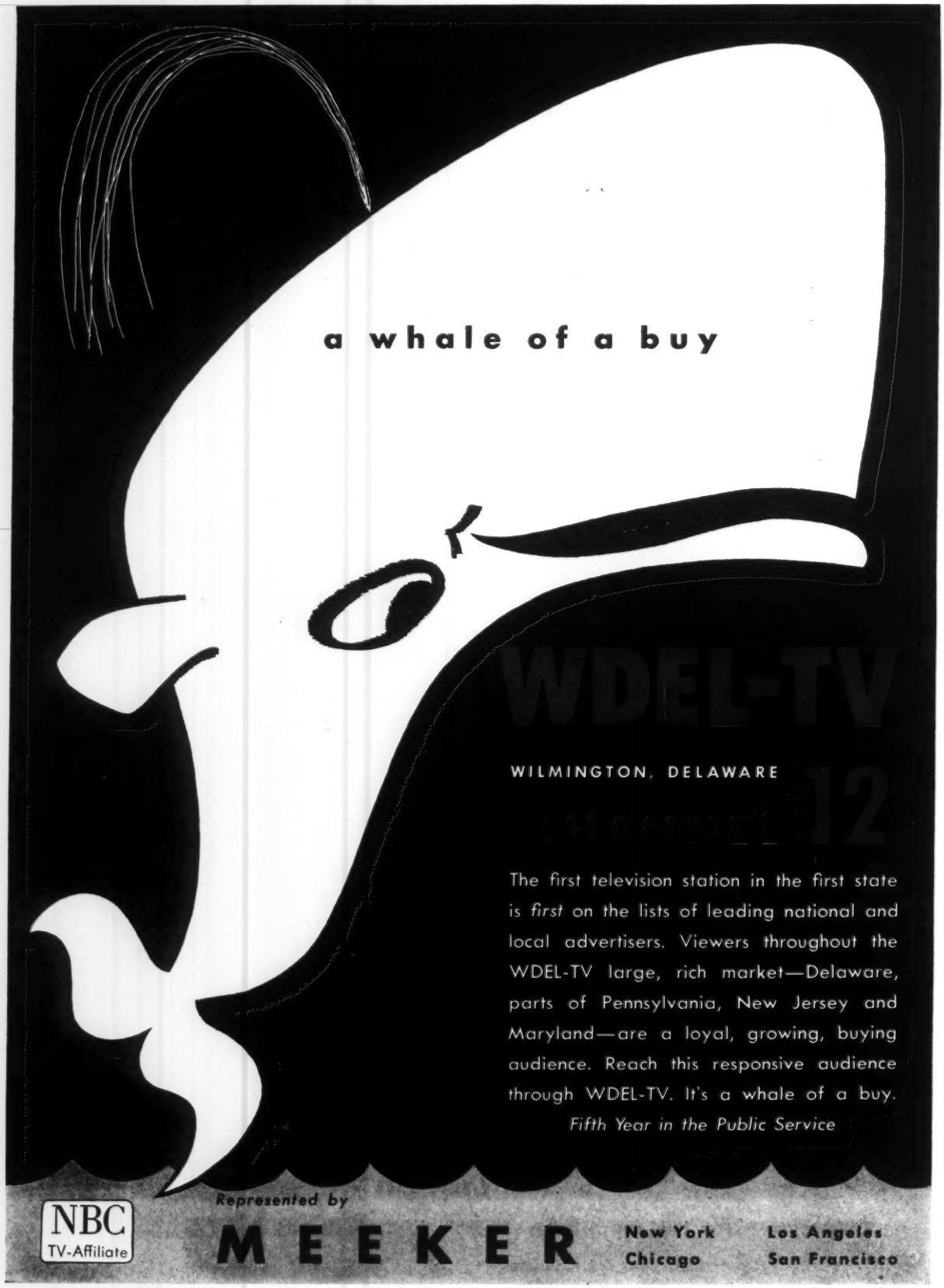
the QUALITY STATION *of Mid-America . . .*

NBC RADIO

Quality Programs
Quality Services
Quality Audience

WMAQ
CHICAGO

Represented by NBC Spot Sales


a whale of a buy
WDEL-TV
WILMINGTON, DELAWARE
The first television station in the first state is *first* on the lists of leading national and local advertisers. Viewers throughout the WDEL-TV large, rich market—Delaware, parts of Pennsylvania, New Jersey and Maryland—are a loyal, growing, buying audience. Reach this responsive audience through WDEL-TV. It's a whale of a buy.
Fifth Year in the Public Service
NBC
TV-Affiliate
Represented by
MEEKER
New York
Chicago
Los Angeles
San Francisco

at deadline

Million Dollar Advertising Campaign for 'Home' Show

LAUNCHING of $1 million advertising and promotion campaign in behalf of NBC-TV's new *Home* daytime series (see story below) was announced Friday by Jacob A. Evans, NBC-TV director of advertising and promotion. Describing campaign as "the largest ever undertaken by NBC or any other network to promote a single show," Mr. Evans said advertising and promotion will stress theme "*Home*—The Electronic Magazine for Women—coming March 1." He added that campaign will start today (Monday) in several metropolitan newspapers, with advertisements to be extended later to trade publications. Additionally, show will be promoted extensively on NBC Radio and Television networks, on NBC-TV affiliated stations and by direct mailings, sales letters and telegrams, special *Home* matchbooks, etc.

Mr. Evans added campaign will grow in intensity until program starts March 1. After that date, plans are to continue promotion with posters on commuter trains of New York Central and New Haven railroads; by new monthly "how to" magazine and by "Home Find-of-the-Month Club," which will mail to members information on new products introduced on show.

DAYTIME RADIO UP

DAYTIME RADIO audiences are increasing despite expanded daytime tv schedules. Top ten Nielsen-rated shows for Dec. 20-26, 1953, all reached more homes than in same week of 1952. Nabisco segment of Godfrey morning program, in first place, was heard in 3,267,000 homes, compared to 2,938,000 getting Toni segment of Godfrey in December 1952. Rating also up, 7.3 last December to 6.7 year before. Similarly, tenth place show last Christmas week, *Helen Trent*, reached 2,641,000 homes, rated 5.9; *Strike It Rich*, in tenth spot year earlier, hit 2,280,000, rated 5.2

FBI Renews NARTB Probe

TWO FBI agents visited NARTB Washington headquarters Friday in connection with Dept. of Justice inquiry into business practices of advertising associations and media (see story page 54). Agents first called at association Jan. 15 [B•T, Jan. 18] in connection with search for possible anti-trust violations but agreed to defer probings pending return of President Harold E. Fellows from NARTB board meeting.

'HOME' SHOW FOR NBC-TV BASICS ONLY

ONE PROBLEM that appeared to defy immediate solution—fact that NBC-TV's much-heralded, high-budgeted new *Home* show (Mon.-Fri., 11 a.m. to noon, starting March 1) will be carried at outset only or primarily on basic "must-buy" affiliates and not on so-called "optional" affiliates — emerged Friday from what otherwise was described as one of most satisfying sessions affiliates ever had with NBC officialdom.

Meeting, between NBC-TV affiliates committee's executive committee and top officials of network, was understood to have ranged over broad field of subjects—and to have impressed affiliates with new President Sylvester L. (Pat) Weaver's grasp of operating details as well as program and sales plans.

Aside from "Home" problem, highlights of session were understood to include following, though official sources declined comment:

NBC submitted set of "definitions" of various types of sales plans (participating, multiple-sponsorship, etc.) in answer to affiliates' complaints that in past they scarcely knew what new sales technique NBC might devise next in its efforts to attract new advertisers to tv [B•T, Dec. 14, 1953];

Affiliates pressed for more careful planning in connection with summer re-runs of fall-winter programs;

Question of eliminating NBC identification with NBC Film Division, or at least of taking NBC identification off films syndicated by that division, was raised on grounds that some affiliates have run into competitive problem wherein rival station buys NBC film programs (which carry NBC identification at end) and then advertises itself as member of NBC Film Syndication Service;

AT&T relayed assurance that it is undertaking to correct technical problems which have provoked affiliate complaints about instances of fading, interruptions, etc., in network transmissions;

Network officials reported Gillette Co. had agreed to add audio to its Toni Co. cowcatcher on Gillette fights telecasts to make clear that Toni commercial comes within Gillette program and thus avoid chance of viewers thinking stations are triple-spotting;

Though it was tv meeting, President Weaver gave affiliates assurance he intends to initiate new techniques in radio to attract new advertisers to that medium, as NBC has done and is doing in tv.

Fact that hour-long *Home* show will be carried only on restricted list of stations derives from close integration of commercials with program material (as in NBC-TV's *Today* series), which makes it impossible to cut them out. Thus basic or "must-buy" affiliates will be only ones to get program except in cases where all advertisers agree to add others. Network officials forecast 40-station lineup for show at start and said that, although current plans call for limiting it to basic stations east of Omaha, addition of at least Los Angeles is being considered.

As of Jan. 1, NBC-TV had 146 affiliates: 113 interconnected, 50 "basic."

Some members of affiliates executive committee felt *Home* advertisers would buy some "optional" stations in addition to basics.

Network understood to have four orders for participations on "Home." Total of eight one-minute commercials per hour are being offered at about $5,450 each.

Walter J. Damm, WTMJ-TV Milwaukee, chairman of affiliates committee and also of its executive committee, headed station group at session with network officials, held in New York Thursday and followed by private session of executive committee on Friday. Next meeting of group with NBC authorities was set for April 8-9, also in New York.

All members of affiliates executive committee except Harold See, KRON-TV San Francisco, attended Thursday-Friday sessions. Other members: Chairman Damm; Clair R. McCollough, Steinman stations; William Fay, WHAM-TV Rochester; Jack Harris, KPRC-TV Houston; E. R. Vadeboncoeur, WSYR-TV Syracuse; Joseph Rohrer, KRDO-TV Colorado Springs; Fred Mueller, WEEK-TV Peoria; David Baltimore, WBRE-TV Wilkes-Barre.

Network group in addition to President Weaver included Robert W. Sarnoff, executive vice president; Joseph V. Heffernan, financial vice president; Harry Bannister, station relations vice president; Sheldon B. Hickox Jr., station relations director, and Thomas E. Knode, station relations manager.

• BUSINESS BRIEFLY

TINTEX CAMPAIGN • Park & Tilford (Tintex), N. Y., starting annual spot announcement radio campaign using approximately 250 stations, first in South and moving north up to end of May. Storm & Klein, N. Y., is agency.

SINCLAIR ON RADIO • Sinclair Refining Co., N. Y., through Morey, Humm & Johnstone, N. Y., preparing radio spot announcement campaign in 7-8 a.m. time periods, appealing to male audiences, in several scattered markets. Year's contract to start March 1.

DAYTIME TV STRIP • American Home Products, N. Y., to sponsor its second daytime television strip, *Storm Within*, 4:15-30 p.m. on CBS-TV three of five times weekly. Firm also sponsors *Love of Life* on CBS-TV five times weekly. Biow Co., N. Y., is agency for newest series.

CAMPBELL ON HOWDY DOODY • Campbell Soup Co. to pick up first available segment of now fully-sponsored *Howdy Doody* show (NBC-TV, Mon.-Fri., 5:30-6 p.m.) on March 25 when Standard Brands withdraws from Thursday segment (but retains two other periods). Ward Wheelock, Compton, and Dancer-Fitzgerald-Sample are agencies for Campbell products which will rotate on show.

MENTHOLATUM SPOTS • Mentholatum Co. (Mentholatum rub), N. Y., through J. Walter Thompson Co., N. Y., starting 13-week radio spot announcement campaign early this month, using 7-10 a.m. time.

EVEREADY BATTERIES • National Carbon Co. (Eveready batteries), N. Y., planning 52-week television spot announcement campaign in firm's plant markets. Agency: William Esty Co., N. Y.

SCHAEFER, LUCKIES SIGN DODGERS • F & M Schaefer Brewing Co. (Schaefer beer) and American Tobacco Co. (Lucky Strike cigarettes) sign to co-sponsor all telecasts of Brooklyn Dodgers home games during 1954 baseball season. It will be Schaefer's fifth year as co-sponsor of Dodgers games, Lucky Strike's third. Agency for both sponsors: BBDO, N. Y.

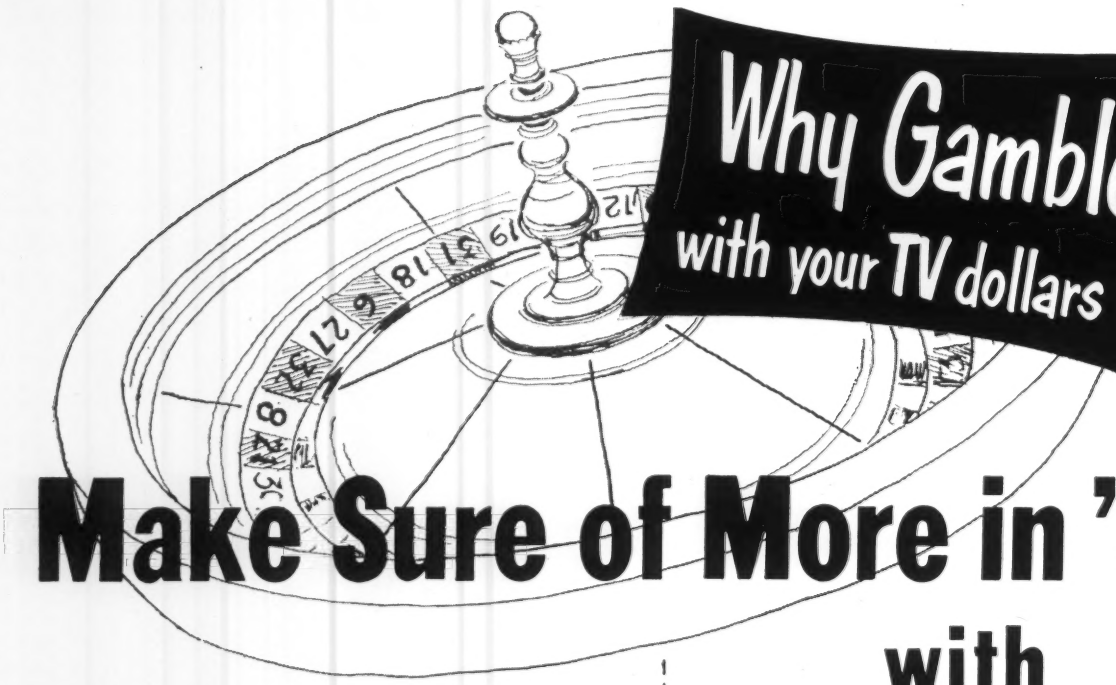
CHEVROLET'S MULTI-MESSAGE • Chevrolet Motor Div., General Motors Corp., Detroit, set for participation in Mutual's "Multi-Message Plan" starting in mid-February. Business, placed through Campbell-Ewald Co., Detroit, is said to be part of upcoming saturation campaign on radio and television.

Esty Additions Announced

THREE ADDITIONS to television commercial department of William Esty Co., N. Y.: G. Warren Schloat, previously with Walt Disney, and Walter King, formerly CBS, executive producers, and Robert Milford, RKO-Pathe, associate producer.

BBDO in Dallas

BBDO will establish its first southwest office March. 1 in Dallas, Ben Duffy, president, announced Friday. Ted Hasbrouch, account supervisor for past nine years in BBDO's Minneapolis office, will manage newest and 12th BBDO branch.



Why Gamble with your TV dollars?

Make Sure of More in '54 with WJBK-TV CHANNEL 2

FACT No. 1

POWER

Farthest reaching TV signal in the Michigan area . . . gigantic 1,057 foot tower with maximum 100,000 watt E.R.P. . . . plus favored Channel 2 dial position add up to

MAXIMUM CIRCULATION

FACT No. 2

PROGRAMMING

Daytime and nighttime, viewers customarily turn to Channel 2 for the best in entertainment, news and sports. And that means

MAXIMUM VIEWING

FACT No. 3

RATINGS

Consistently leading with high-rated CBS, Dumont and local programs. For example, Pulse ratings for December, '53, show 9 out of the 15 top shows on WJBK-TV. And that gives you

MAXIMUM IMPACT

Eliminate guesswork when you're buying TV time in the rich Great Lakes area. Make your money go farther, literally and figuratively, on WJBK-TV, Detroit's only full power station. Look at the facts! Prove to yourself that Channel 2 is the place for you. Get maximum return for your TV dollars on WJBK-TV.

WJBK-TV Detroit

A STORER STATION

Represented Nationally by

THE KATZ AGENCY

BASIC CBS NETWORK & DUMONT

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

Initial Decision in Tulsa; Other FCC Actions

INITIAL decision favoring grant of Tulsa, Okla., uhf ch. 17 to Arthur R. Olson was announced Friday. Grant became possible when Tulsa Tv Co., comprising principals of *Tulsa Tribune* and *Tulsa World*, withdrew. Mr. Olson, manufacturer and oilman, paid Tulsa Tv expenses of $27,000.

Grant of West Palm Beach, Fla., vhf ch. 12 to WEAT-TV Inc. became certainty Friday when opposing WWPG withdrew. WEAT-TV Inc., whose major stockholders are WEAT West Palm Beach principals, paid WWPG out-of-pocket expenses of $6,000.

Withdrawing also was KTSA-*San Antonio Express* for vhf ch. 12 in that Texas city. Withdrawal left Mission Telecasting Corp., 50% owned by KONO San Antonio, in contest with KMAC, that city. Frank G. Huntress Jr., president of KTSA, announced that KTSA would "continue its interest in tv and re-enter the field if the opportunity arises."

Applying for vhf ch. 2 in Great Bend, Kan., was Central Kansas Tv Co., composed of local businessmen. This is the sole applicant for that city.

Three grantees had their permits revoked—KMON-TV Great Falls, Mont., vhf ch. 3; KSHM (TV) Sherman, Tex., uhf ch. 46, at their own request, and KIRV (TV) Denver, Colo., uhf ch. 20, after its request for extension of construction time was denied two weeks ago.

Brown Voices Faith in Fm

FAITH in future of fm, with emphasis on benefits to be gained from multiplexing, voiced Friday by Walter Brown, WORD Spartanburg, in presidential address to S. C. Assn. of Radio & Television Broadcasters, convening in Clemson for two-day session. C. Wallace Martin, WMSC Columbia, was program chairman. Speakers included FCC Commissioner Robert T. Bartley (see summary of his Athens, Ga., speech page 40); Fred Palmer, consultant; Gaines Kelly, WFMY-TV Greensboro, N. C.; Glen Ramsey, SESAC; Dorsey Owings, BMI; J. Frank Jarman, WDNC Durham, N. C.; Jane Dalton, WSPA Spartanburg, and Louis B. Nichols, FBI assistant director.

ABC-TV Adds 5 Affiliates

AFFILIATION of five more television stations with ABC-TV was to be announced today (Mon.) by Alfred R. Beckman, national director of ABC's station relations department. New affiliates, which raise total of network to 192, are:

KOAM-TV Pittsburg, Kan. (ch. 7), owned and operated by Mid-Continent Telecasting Inc., Ralph E. Wade, general manager, effective Jan. 1; KATV (TV) Pine Bluff-Little Rock, Ark. (ch. 7), owned and operated by Central South Sales Co., James P. Walker, general manager, effective Feb. 1; WTOC-TV Savannah, Ga. (ch. 11), owned and operated by Savannah Bcstg. Co., William T. Knight Jr., general manager, effective Feb. 14; and KOY-TV and KOOL-TV Phoenix (sharing ch. 10), with former owned and operated by KOY Bcstg. Co. and latter owned and operated by Maricopa Bcstrs. Inc., John Hogg general manager for both stations, effective March 1.

Reformers Busy in Boston

LEGISLATIVE hearing to be held tomorrow (Tues.) morning in Boston on bill to prohibit use of feminine face or figure on television and billboard advertisements for beer and cigarettes. George H. Jaspert, WCCM Lawrence, will represent Massachusetts broadcasters at hearing.

INTRAMURAL SCOOPS

EAGER for a first, CBS-TV trade news division in New York Friday "leaked" tip that James C. Hagerty, President Eisenhower's secretary, would announce himself on the Edward R. Murrow *Person to Person* program as the President's "news" secretary. The more official "press secretary" has been objected to by radio and tv reporters. The story was duly teletyped to B•T's Washington headquarters but had hardly arrived when Ted Koop, CBS Radio Washington chief, called. It's not a first, said Ted. Six weeks ago Mr. Hagerty made the same statement on CBS Radio's *World Assignment* broadcast from the White House. Wherever you go, there's radio.

Optimism Pervades ABC Affiliates Meeting on Coast

OPTIMISM over radio's future and expanded television production plans for Hollywood sparked two-day ABC Western Division affiliates meeting that closed Friday in Beverly Hills.

Harmony marked sessions, according to spokesmen among 85 present at closed-door sessions. Executives explained ABC Radio Network split-sponsorship plan, told of new programming for tv and radio, sales plans, advertising promotion and new findings in radio research.

Robert E. Kintner, ABC president, told affiliates several new "name" shows are planned for network's fall tv lineup. Oliver Treyz, director of radio, gave encouraging figures on radio listening from study just completed.

George T. Shupert, vice president, ABC Film Syndication Division, held open house, showing products available to affiliates.

Other network executives participating in affiliates sessions included Leonard Goldensen, president of American Broadcasting-Paramount Theatres; Robert Hinckley, Washington vice president; Robert Weitman, vice president in charge of programming and talent; Alex Stronach, vice president in charge of tv network; Charles Ayres, vice president in charge of radio network; Alfred Beckman, director of stations relations; Ernest Lee Jahncke, vice president and assistant to Mr. Kintner; Earl Hudson, Western Division vice president. Meeting of midwestern affiliates will be held in Chicago next week (see story page 68).

Screen Gems Names D&K

SCREEN GEMS Inc., tv subsidiary of Columbia Pictures Corp., appoints Dine & Kalmus, newly-formed public relations firm, as its public relations and publicity counsel.

UPCOMING

Feb. 1: FCC, network "giveaway" case, oral argument before Supreme Court.
Feb. 1-2: ABC-AM-TV affiliates meeting, Drake Hotel, Chicago.
Feb. 4-6: Audio Fair, Alexandria Hotel, Los Angeles.
Feb. 5-6: Montana Radio Stations Inc., Park Hotel, Great Falls.
For other Upcomings see page 105.

PEOPLE

THOMAS F. O'NEIL, Mutual president, was to receive on behalf of that network yesterday (Sunday) American Legion's radio award "for general excellence of national news reporting and coverage on the network level."

CAL J. McCARTHY Jr., vice president, Ruthrauff & Ryan, N. Y., to David J. Mahoney, N. Y., as vice president.

HUGH LEWIS has been elected a vice president of Ellington & Co., N. Y. He joined agency as a copywriter 10 years ago and for some time has been an account executive on Celanese Corp. of America account.

WILLIAM RAMBO, sales representative for KLAC-TV Los Angeles for several years, named sales account executive and Pacific Coast representative for Vitapix Corp., tv film firm. He will represent Vitapix in 11 states.

ROBERT MESKILL, formerly with United Television Programs, Chicago, appointed western sales manager of Everett-McKinney Inc., station representative firm.

PHILIP B. PARKER, FRANK O. BROCKSMITH and **E. HOY McCONNELL** to sales staff of Capehart-Farnsworth Co. as Dallas sales region manager, eastern radio sales manager and sales promotion manager, respectively.

STEVE POZGAY, formerly general manager at WNAM-TV Neenah, Wis., and previously with RCA and Philco Corp., appointed general manager at WTVP (TV) Decatur, Ill.

DALE ANDERSON, research director, Erwin, Wasey & Co., N. Y., to Lennen & Newell, N. Y., as account executive.

Fellows Defends Tv Ethics

BROADCASTERS' self-imposed tv code is designed to check advertising as well as program abuses, NARTB President Harold E. Fellows said Saturday in obvious reference to Edward L. Bernays survey criticizing commercials (see story on page 36). He reminded that industry has put 350 tv stations on air in only six years, reaching 70% of nation. He recalled that survey conductor "has taken his livelihood, and a good one, from the commerce of the nation." Comment was made in speech to Women's Forum on National Security held in Washingington.

Bernays Did It for Public

EDWARD L. BERNAYS, New York publicity agent, conducted his survey of public reaction to commercials "for no client, but on his own hook as a matter of public interest," he told B•T Friday. (See story above.) He said his only connection with educational interests was service at one time on a public interest committee of National Assn. of Educational Broadcasters.

Emerson Meeting

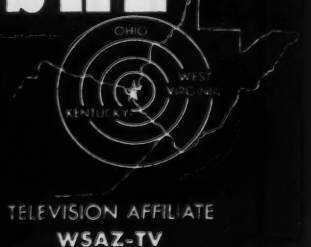
ANNUAL stockholders meeting of Emerson Radio & Phonograph Corp. will be held Wednesday at 2 p.m. at Waldorf-Astoria Hotel in New York, President Benjamin Abrams announced Friday.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

"BOSTON BLACKIE"
NOW
AVAILABLE
for
PARTICIPATING
SPONSORSHIP
★ ★
SUNDAY
thru
THURSDAY
★
10:00-10:30 PM
★ ★

NATIONAL REPRESENTATIVES
THE KATZ AGENCY

CONTACT
C. TOM GARTEN
STATION MANAGER

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ


TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

index

BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Advertisers & Agencies	28	For the Record	86	Open Mike	16
At Deadline	9	Government	46	Our Respects	22
Closed Circuit	5	In Public Service	24	People	75
Editorial	106	In Review	14	Personnel Relations	64
Education	66	International	64	Programs & Promotion	78
Facts & Figures	34	Lead Story	27	Program Services	44
Feature Section	79	Manufacturing	70	Stations	58
Film	31	Networks	67	Trade Associations	38
		On All Accounts	18		

Executive and Publication Headquarters

Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

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Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Robert Deacon, Anne Fliedner, Doris J. Frazier, Joel H. Johnston, Loel Millar.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

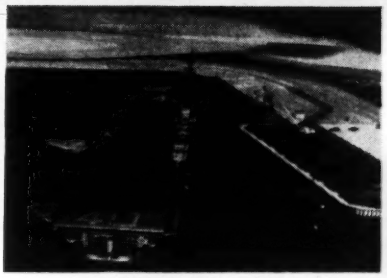
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office
Copyright 1954 by Broadcasting Publications Inc.

NAVAL AIR STATION, JACKSONVILLE



CARRIER BASIN, MAYPORT

Jacksonville, with its fine seaport, is the site of several prime Naval installations, with 15,000 Naval and civilian personnel and stable annual payroll exceeding $42,000,000.

(Official U. S. Navy photographs)

NAVAL AIR STATION
and RESERVE FLEET BERTHING
GREEN COVE SPRINGS

THIS IS

JACKSONVILLE

FLORIDA...

Naval center of the southeast!

...WMBR is Jacksonville's most-listened-to radio station ...and WMBR-TV is Florida's most powerful television station!

Source: Latest Pulse Reports
Employment and payroll figures, U.S. Navy, 1952.

WMBR

AM · FM · TV

Represented by CBS Radio and Television Spot Sales

ONE . . .
and only ONE television station effectively covers CHARLESTON, West Virginia!
WKNA-TV
Charleston's OWN Television Station
*CHARLESTON
No matter how you try, you can't cover West Virginia's first market with any television but Charleston's OWN station! Only WKNA-TV has the "power"* to do it . . . with strong signal, three network tie-ins and choice local programming "slanted" to and for the Charleston market. Get the facts today on how easy it is for you to share in over $620,000,000 a year this market has to spend.
*Based on actual survey made by a leading radio engineering firm. (name sent on request)
WKNA-TV
the personality station
Programming from the ABC • DUMONT and CBS TELEVISION NETWORKS
Joe L. Smith, Jr. Incorporated
Represented nationally by WEED TELEVISION
MEMO to Smart Radio Time Buyers
Ask WEED & Co. about West Virginia's "Personality Package"
WKNA • WJLS

KING RICHARD II

Network: NBC-TV
Time: Sunday (1/24/54) 4:00-6:00 p.m. EST
Sponsor: Hall Brothers Inc.
Agency: Foote, Cone & Belding
Director: George Schaefer
NBC Executive Producer-Director: Albert McCleery
Associate Producers: Emmett Rogers, Mildred Freed Alberg
Adaptation by: Maurice Evans
Sets: Richard Sylbert
Costumes: Noel Taylor
Music Composer: Herbert Menges
Music Conductor: William Brooks
Production Assistant: Paul Davis
Associate Director: Livia Granito
Cast: Maurice Evans, Frederic Worlock, Kent Smith, Bruce Gordon, Morton Da Costa, Norman Barrs, Robert Quarry, Richard Purdy, Sarah Churchill, Louis Hector, and others.

AN ALTOGETHER satisfying production of Shakespeare's majestic *Richard II,* starring Maurice Evans as the incompetent, power-crazed King Richard, was presented Jan. 24 on NBC-TV's *Hallmark Hall of Fame* in a special two-hour telecast. In every detail the drama, masterfully adapted for video production by its star, was worthy of the vast audience which tv alone can assemble.

Less than a year ago, Maurice Evans rekindled a mass interest in Shakespearian drama among televiewers with his production of *Hamlet,* rated by many critics as the best work Shakespeare ever penned. The enthusiastic audience response to that telecast prompted Hall Bros. to roll out the welcome mat for Mr. Evans and any future ideas he might entertain about playing more Shakespeare on tv under that firm's sponsorship.

The outcome was *Richard II* in a teleplay framework. It would be unfair to compare last week's production to *Hamlet* since it would suffer by comparison. *Richard II* is simply not as great or as stimulating a play. The characters are not as sharply drawn and therefore present not so great a challenge to the actors playing them. But considering the play apart from its tv predecessor and in the light of its own limitations, Mr. Evans, the acting company and technical crew packed two hours full of genuine entertainment.

Though Mr. Evans' interpretation of Richard differed from the standard one, it was an effective characterization. In print, King Richard is a totally cruel unlikeable gentleman who can see no farther than the end of his nose which always points to one thing—the divine right of kings. Mr. Evans chose to make his audience like Richard by playing his distasteful traits down. The Richard of last week's production was a scoundrel to be sure but at times a harmless one seemingly unaware of his own character flaws. Such an interpretation gave sympathetic quality to the man and to the play too, particularly at the end when Richard was murdered during his imprisonment in the Tower of London.

Mr. Evans was supported by some highly competent actors all of whom understood the point Shakespeare was attempting to make and in turn made it clear and understandable to the audience.

Production-wise, tv is the dream medium for this play. There are innumerable scene changes which a few years ago made Mr. Evans abandon hope of ever doing it again on the stage. The versatility of the camera was very much welcome in this case. The camera work on the show was tight and excellently directed.

In a land where Shakespeare's plays have been bludgeoned to death in high school English classrooms telecasts of this calibre are doubly welcome. Tv is capable of putting Shakespeare back where he belongs—on a stage for everyone to see. At any rate, *Richard II* increased the notion created with *Hamlet,* that Hallmark, living up to the firm's constant suggestion, cares enough to give us the very best.

* * *

DR. I. Q.

Network: ABC-TV
Time: Mon., 8:30-9 p.m. EST
Quiz Master: James McClain
Created by: Lee Segall
Producer: Frederick Heider
Director: Charles S. Dubin
Designer: Beulah Frankel
Announcer: Bob Shepherd
Sponsor: Hazel Bishop No-Smear Lipstick
Agency: Raymond Spector Co.
Origination: ABC-TV's Elysee Theatre, New York City

THE tv version of *Dr. I. Q.,* which in its original radio format can safely be termed the granddaddy of quiz-type programming, welcomed Hazel Bishop Inc. as its sponsor with the Jan. 18 telecast of the weekly series on ABC-TV. Along with the happy turn of events that brought the Bishop firm into the picture came a nostalgic note, too. On the same date, James McClain, the show's first m.c. and one of radio's original quizmasters, joined the series to

JAMES McCLAIN
The ladies are back in the balcony.

once again fill the role of that jolly fellow with a wealth of information at his command who does the questioning—Dr. I. Q. himself.

The format of the tv *Dr. I. Q.* is identical to the one used on the radio series. Not even a slight attempt has been made to explore new effects which the visual element has to offer. A camera has been added but in a fashion that has certainly not taxed the director's imagination. It's a thoroughly amateurish production. The same assistants still roam around the theatre with their microphones picking out contestants, most of whom look like frightened rabbits. Their reactions to the query from the stage are for the most part timid and unintelligent.

As for Mr. McClain, who has taken leave of absence from the Episcopal ministry to return to the series which he left in 1946 to become a clergyman, his tv debut was no earth shaker. He is obviously not well acquainted with an m.c.'s role in television. His most disturbing tie with radio is his attachment to a script. Mr. McClain's concentration on the paper in front of him eliminates any possibility of eye contact with the camera and the audience.

YOU GET HIGHEST HOOPERS

When You Buy KRNT, Des Moines

HOOPER LEADER MORNING, AFTERNOON, EVENING

75 Firsts, 11 Seconds out of 87 Periods
(Including 3 ties for first and 1 for second)

- KRNT-CBS does it again . . . delivers the BIG audience, according to the latest Hooper report for Des Moines, Iowa (October, 1953).
- KRNT is first in all 23 morning periods. KRNT has 23 firsts, 1 second out of 24 afternoon periods. KRNT has 13 firsts (3 ties) and 6 seconds (one tie) out of 20 evening periods. KRNT has 16 firsts and 4 seconds out of the 20 rated Saturday daytime periods.
- Talk to a Katz man about KRNT, the only Des Moines station that can talk Hoopers!

KOWL
NOW
10,000
WATTS!
Serving the Negro, Mexican and Mexican American markets of Southern California -- more than 1,000,000 buyers!

"An even smarter buy in '54!"

Represented nationally by:
George W. Clark—Chicago, New York
Daren F. McGavren—San Francisco
Dora-Clayton—Atlanta

or write
KOWL, Pico at the Ocean,
Santa Monica, Calif.

OPEN MIKE

Note on Improvement

EDITOR:

We have had an opportunity to read your January 18 issue of B•T and are pleased to note that the television stations on the air and target date stations have been printed in accordance with the suggestion we made some time ago.

As far as we are concerned, this is a decided improvement in the manner of reprinting these facts and congratulate you on this progressive step.

Richard C. Grahl
William Esty Co., New York.

Costs Questioned

EDITOR:

. . . In the Jan. 18 issue of B•T, on page 42 were quotations of live telecasts at $85.00 per hour and film at $126.00 per hour. These figures seemed familiar and checking back in our *Television Digest* we found the same figures exactly reversed . . . Would you be good enough to drop me a short line as to whether or not your figures might have been reversed.

Naturally, we receive a considerable number of trade publications and have written trade news, but we never have found the equal to B•T. Such news coverage on a weekly basis is nothing short of a phenomenon. I have long felt that B•T is the trade magazine to top all trade magazines and find it is relied upon by the industry as a whole . . .

Mrs. Jan T. Macauley,
World Films,
Sierra Madre, Calif.

[EDITOR'S NOTE: B•T correctly quoted an NARTB survey of tv stations which showed average costs per hour were $85 for live production and $126 for film.]

Sunday Supplement

EDITOR:

On your January, 1954, "Comparative Network Tv Showsheet" you have omitted The Quaker Oats Co.'s CBS network show, *Contest Carnival.*

Contest Carnival began telecasting Jan. 3, 1954 and is on every Sunday at 12:30 p.m. New York time . . .

C. E. Bolgard, Vice Pres. & Media Dir.
Sherman & Marquette, Chicago.

Two Stories

EDITOR:

Last night, Saturday, Jan. 23, WHAW conducted its annual March of Dimes show. It wasn't a show, as most people think of shows. From 7 to 11 p.m., four hours, I sat on the hard bench of the WHAW organ and pitched and played. During those four hours, we received 1,111 telephone calls, with contributions totalling $3,629.30. The entire county has a population of only 18,000, Weston a population of 9,000 . . .

That is the first story . . .

Just now—between 3:15 and 3:30 p.m., Sunday, Jan. 24—I listened to the beginning of a show from the network of which we are an affiliate. A disc jockey, of sorts, was flamboyantly introduced whereupon said jockey suggested that after the first record he would make an offer just out of this world: A picture of 100 radio, tv and motion picture stars for just one dollar. At that point we cut the show and filled with transcriptions and public service announcements. However, we monitored the show on the line. We now consider the performance completely out of line with all reasonable and proper concepts of legitimate radio . . .

There are the two stories, analogous, perhaps, in that if we carried the type of thing the network is resorting to, the March of Dimes show would have gone to pot . . .

If the networks and stations begin, frantically and fearfully, to grasp each economic straw at this crucial moment of evolution, the medium of radio is dying. If, however, we face the facts, legitimately and fearlessly, with our heads up and our brains at work, we'll live to see another day when, with tv a flourishing companion industry, radio will be doing a bigger and better job than ever before . . .

Harold McWhorter
President
WHAW Weston, W. Va.

Answer for Nashville

EDITOR:

Your editorial "Nonsense in Nashville" [B•T, Jan. 25] pointed up a situation that exists here in Southern New Jersey too.

We were notified by the local newspaper that they would no longer carry our program listings after January 1st because we were "competition." With the letter the editor kindly enclosed a rate card so we could see how much we would be overcharged for their small circulation.

Rather than pay for a feature which we felt helped sell the local newspaper, we made arrangements with the Camden *Courier-Post* to print our program listings. This newspaper was so very cooperative that we have begun plugging that fact that our programs are listed in the *Courier-Post.* In this way the paper gets some good publicity and our programs are available to all of our listeners in this area, since this newspaper covers all of South Jersey. The local paper still carries network radio and television program listings but I am quite sure the publisher is unhappy about "competition" plugging even more competition.

Fred M. Wood, General Manager
WWBZ Vineland, N. J.

Fair Despite Prejudice

EDITOR:

. . . In [your] National Collegiate Athletic Assn. tv articles [B•T, Jan. 11, 18], I think you have been very fair in presenting the college and university side of the picture even though you, because of your job, are somewhat prejudiced toward the opposite viewpoint . . . [Your] stories are well written and offer some detailed information which will be helpful to those people who are trying to understand our problem . . .

I do believe that a meeting of all parties interested in both sides of the fence can be a very helpful thing to enable each of us to be a bit more sympathetic with the other . . .

J. Shober Barr
Dean of Athletics
Franklin & Marshall College
Lancaster, Pa.
NCAA v.p. and member
of NCAA Tv Committee

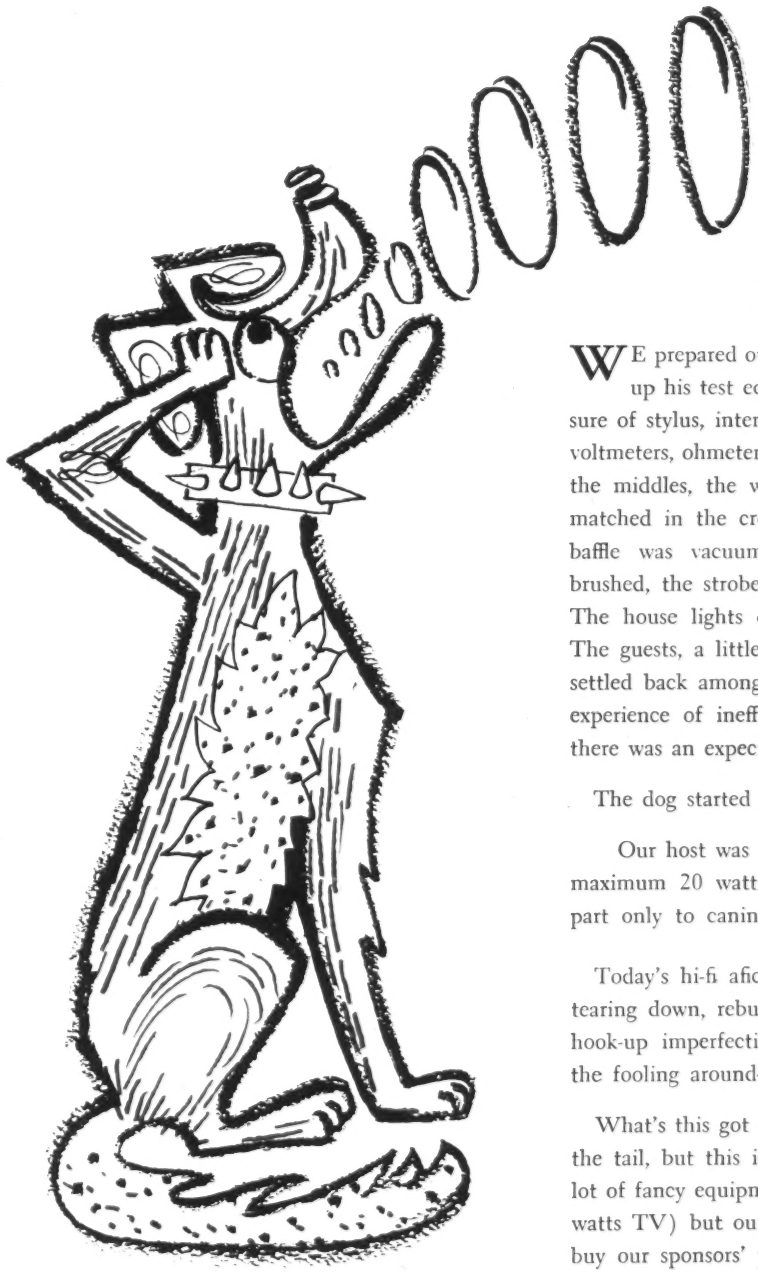
Switch in Suffixes

EDITOR:

In the issue of Jan. 25 . . . under "For the Record" on page 111 under New York state you have listed our television grant as Bloomington instead of Bloomingdale (Lake Placid) . . .

Joel H. Sheier, Pres., Gen. Mgr.
WIRY Plattsburgh, N. Y.

[EDITOR'S NOTE: Mr. Scheier's letter arrived too late for his Telestatus listing to be corrected in this issue, but it will be Bloomingdale beginning next week.]



HI FI DO

WE prepared ourselves for a New Experience. The host revved up his test equipment, checked roll-off, measured gram pressure of stylus, interpreted the cathode-ray oscilloscope and various voltmeters, ohmeters, and a wave-distortion analyzer. The tweeters, the middles, the woofers had their impedance matched and rematched in the crossover network; the air in the speaker-array's baffle was vacuum cleaned, the needle brushed, the record brushed, the strobe disk read for turntable speed. All was ready. The house lights dimmed (and why not, with all that load?). The guests, a little dim themselves after an hour of preparation, settled back among the wires, coils, tubes and tools for a sound experience of ineffable pleasure. The needle found the groove, there was an expectant hush . . .

The dog started howling.

Our host was playing his favorite record—at the equipment's maximum 20 watts. It was a frequency test record, audible in part only to canines.

* * *

Today's hi-fi aficionados resemble radio fans of the early 20's, tearing down, rebuilding, getting neurotic about real or imagined hook-up imperfections, often losing sight of the purpose of all the fooling around—the enjoyment of sound.

What's this got to do with WMT? It has to be dragged in by the tail, but this is what it has to do with WMT. We have a lot of fancy equipment, a lot of power (5,000 watts AM, 100,000 watts TV) but our eye is on the target: building audiences that buy our sponsors' products.

The Katz Agency will supply hi-fi proof.

WMT and WMT TV

CBS for Eastern Iowa

Mail Address: Cedar Rapids

Represented Nationally by The Katz Agency

Yes, it's got the gals going . going to the Channel 5 Club, WMCT's sensational new audience participating show Prizes, gags, spontaneous on-the-spot humor, and interviews with Gene Perkins and Bob Smith doing the emceeing.

Participating spots are now available, and they are going fast See your nearest Branham office.

WMCT

CHANNEL 5 • MEMPHIS

NOW 100,000 WATTS

Memphis' first TV Station

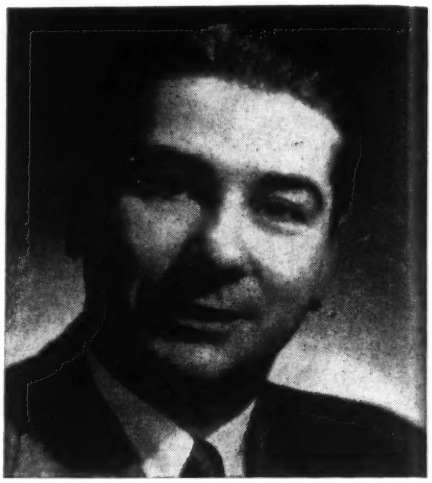
WMC WMCF WMCT

National Representatives
The Branham Company

NBC-TV-BASIC

Also affiliated with ABC and DUMONT

Owned and Operated by
The Commercial Appeal



GEORGE HAROLD WEBER

on all accounts

GEORGE HAROLD WEBER, 47, vice president and Seattle office manager of Cole & Weber, Portland-Seattle-Tacoma agency, feels his has been "the most perfect experience" in advertising, with a career that began with a summer scholarship at an agency while he was a U. of Oregon student in 1929.

He joined Mac Wilkins & Cole soon after it was formed in 1931 and his name was added to the title in 1943. Today it is Cole & Weber.

Among the agency's early radio efforts were *Toast of the Town* for Franz U.S. Bakery on KOIN Portland, *Porter's Energy Trio* for Porter-Scarpelli Macaroni Co. and news shows for Fahey-Brockman Co., Portland-Seattle men's wear firm. All still use radio and some tv.

Cole & Weber's policy is to get the medium to fit the client's problem instead of the reverse, with the result that many of the agency's radio and tv programs are specially tailored.

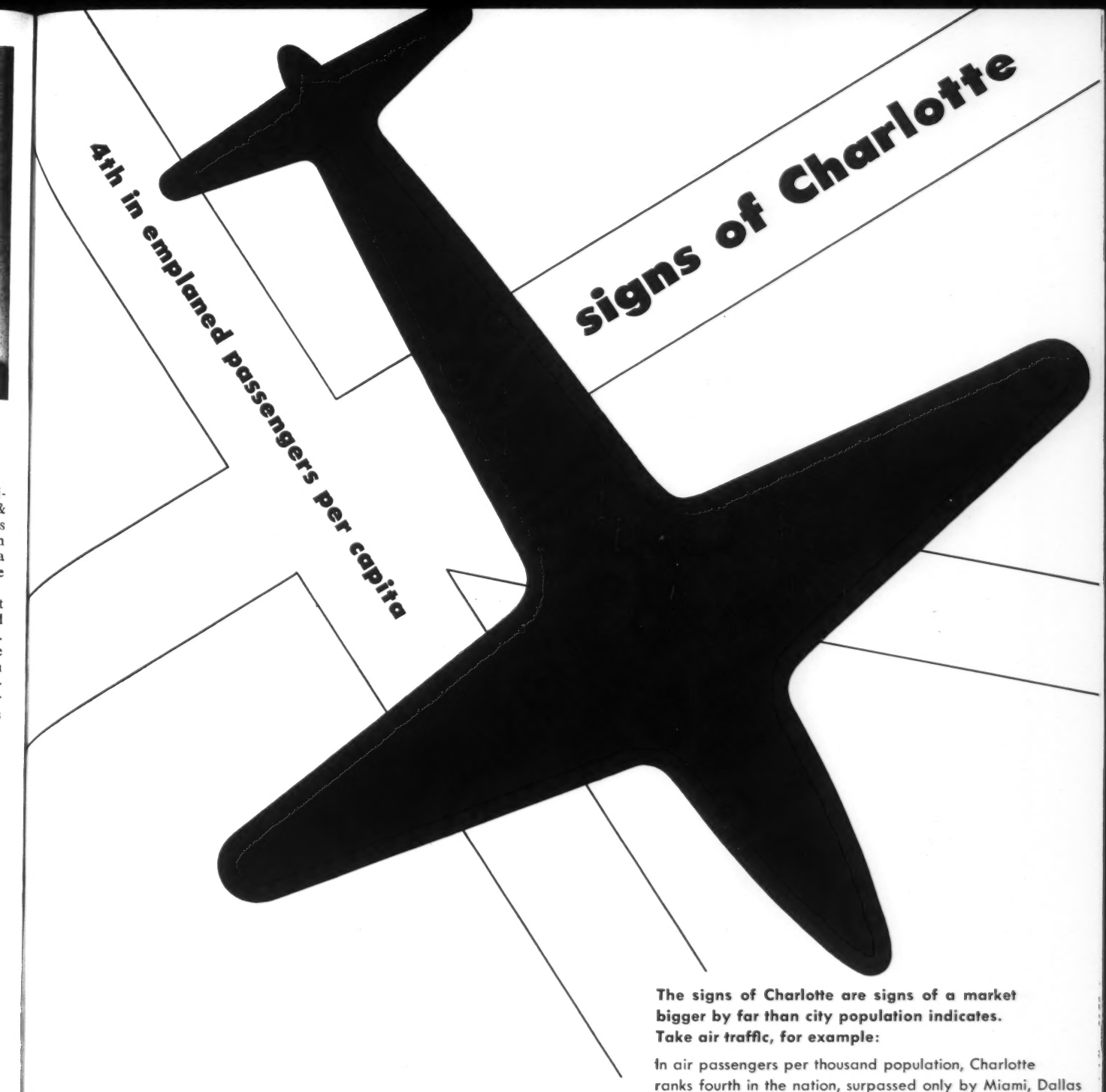
Some Seattle office tv clients are National Bank of Commerce, with *Washington State Reporter* on KING-TV Seattle; Pacific Food Products Co., Seattle, with *Cisco Kid* on tv in six cities after its successful use of radio with *Sunny Jim Kindergarten* [B•T., July 14, 1952].

Leading radio clients include Weyerhaeuser Timber Co., Tacoma, sponsoring *Youth Views the News,* fed from KOMO Seattle to a special 10-station network in western Washington and Oregon; Centennial Flouring Mills, Seattle, with spot announcements on Alaska stations, and Safeco Insurance Co., sponsoring Edward R. Murrow on 22 CPRN stations.

Mr. Weber says his agency is concerned about tv, but "we don't expect that it will destroy radio, because each has its own place." For the agency, says Mr. Weber, tv poses new cost problems: "We find that traditional fees charged our clients are not adequate return for the terrific time demands placed on our agency by production for tv."

Organizations in which George Weber has held presidencies or chairmanships include Phi Delta Theta (in college); Advertising & Sales Club of Seattle, 1942; Washington State Chapter of American Assn. of Advertising Agencies, 1942 and 1945; Advertising Assn. of the West, 1944, and AAAA's Pacific Council, 1949. He most recently headed public information for 1953 United Good Neighbors fund campaign and was chairman of the jubilee season of the Seattle Symphony.

He married Lillian Fitzpatrick in 1935. They have two daughters, Marilyn, 13, and Susan, 11. His hobby is the piano, which brought him into radio in 1923 on KGW Portland's *Hoot Owls* as George Weber & His Orchestra.



The signs of Charlotte are signs of a market bigger by far than city population indicates. Take air traffic, for example:

In air passengers per thousand population, Charlotte ranks fourth in the nation, surpassed only by Miami, Dallas and Atlanta—surpassing such air travel centers as Washington, Kansas City and San Francisco-Oakland.

Charlotte's bulging, pre-war air terminal gives way to a plush, new $1,500,000 terminal building due for dedication this spring.

Such busy-ness cannot be accounted for alone by the fact that there is no rival commercial airport for 60 miles in any direction but only by the additional fact that this 60-mile area is densely populated with prosperous people who depend upon Charlotte for air travel and myriad other services, including—

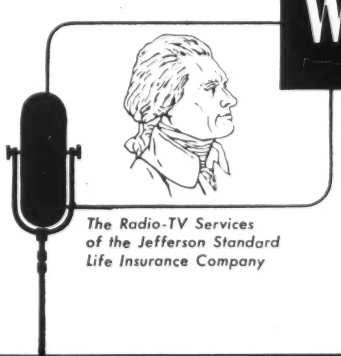
—Radio and television. Charlotte's great area stations, WBT and WBTV unite hundreds of populous textile communities into one integrated market ranking in the first 25 markets of the nation.

Coverage to Match the Market

Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV

CHARLOTTE, N. C.



The Radio-TV Services of the Jefferson Standard Life Insurance Company

thank you, Coronet

THERE'S A MAGAZINE in this country named CORONET.

It measures—as far as our old broken ruler goes—7 and 5/8ths by about 5 and 1/2"

"Small" magazine?

Nonsense!

Each issue is packed with editorial dynamite. . . . So hot it could go off in your hands.

We *mean* that.

CORONET is read avidly every month by 2,818,003 people.

That's *reading!*

Recently CORONET said, "Let's have a survey on disc jockey readers. Let's see how important CORONET is to them. Y'know the boys with the gifted gabbers who spin records and make gay with the gayety on radio and tv."

CORONET's top men said, "Okay, let's try it."

Results . . .

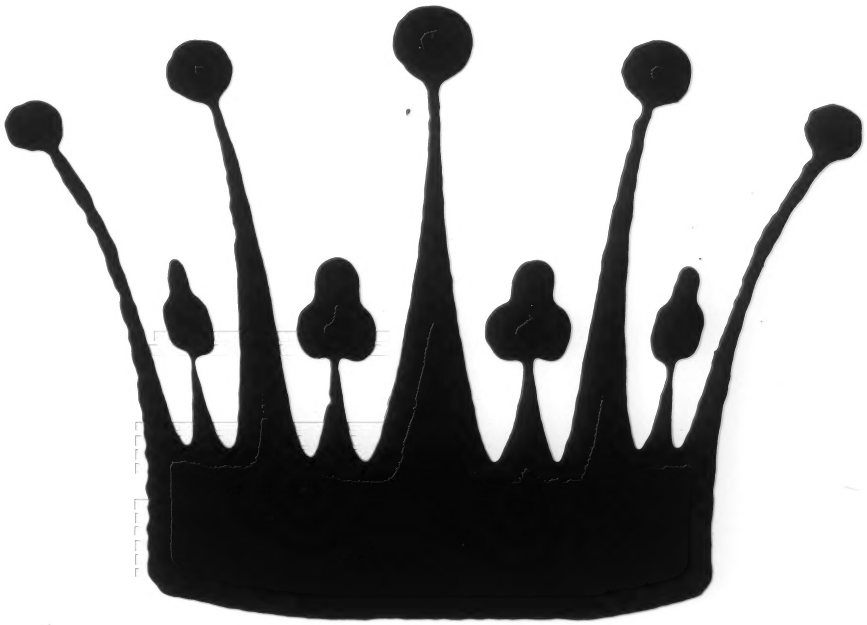
CORONET called The Bureau of Market Statistics.

CORONET asked B of M.S. to ask three basic questions; no mention of CORONET.

Letters were sent (no mention of CORONET) to 1000 top radio and tv stations in the U. S. requesting names of their leading disc jockeys. The names of 506 d-js were received.

Letters went out again; the d-js were asked bluntly . . .

1. What magazines of *all* kinds do you read regularly?



BROADCASTING • TELECASTING ranked sixth in preference on the total answers to this question, topped only by such crackerjacks as LIFE, CORONET, READER'S DIGEST, TIME and THE SATURDAY EVENING POST. No other so-called "business" paper came even nibblingly near B • T's standing. Sorry, COLLIER'S and NEWSWEEK were sort of also-rans.

2. Which three magazines do you like best (list in order of preference)?

BROADCASTING • TELECASTING was the *only* "business" paper ranked a favorite. It soared up with READER'S DIGEST, TIME, NEW YORKER, etc.

3. Of those you read, which three magazines are *most helpful* to you in your work (please list in order of preference)?

BROADCASTING • TELECASTING was *first*, nudged second only by CORONET and then by TIME, READER'S DIGEST, LIFE and so on down the line.

Interesting? Yes. But it's merely another segment study of the vast field of radio and television B • T covers week-in and week-out with the alertness, the news sense and thoroughness that is mirrored nationally in the news by, let's say, *The New York Times*.

CORONET'S study amplifies the agency-advertiser surveys made by such well-known firms as International Public Opinion Research and American Research Bureau. To reach the leading radio and tv buyers . . . to reach *anyone* who is *anyone* in radio or television . . . you have to be in BROADCASTING • TELECASTING.

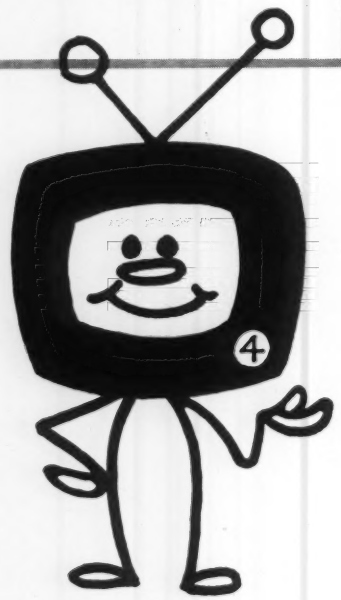
Want to hear more ear-twirking proof? Just call, write or wire—

BROADCASTING • TELECASTING

1735 DeSales Street, N.W. Washington 6, D. C. ME 8-1022

"AN INVESTMENT IN KNOWLEDGE PAYS THE BEST INTEREST"...

Benjamin Franklin



As of January 16, 1954 we have invested
65,331,060 TV SECONDS

in the business of television broadcasting. Each of these seconds has increased our knowledge. This we share with our clients for the mutual benefit of all concerned.

This knowledge has been built only through *pioneering*. The results? Some great, most good, a few bad. And each result has contributed day by day to a better over-all operation.

Your investment in KNBH is an investment in *knowledge*... pays off in audience interest and product sales. Contact **KNBH,** Hollywood or **NBC SPOT SALES.**

our respects

to FRANCOIS VAN KONYNENBURG

WHEN Francois Van Konynenburg reaches his 50th birthday at the end of next month he will have spent two decades in radio—all in Minnesota's Twin Cities where he is executive vice president and general manager of WCCO-AM-TV Minneapolis-St. Paul.

The two things that stand out about this quiet and friendly Dutchman, who understandably is called "Van," arise one from the other: F. Van Konynenburg likes people. His business life is dedicated to public service.

Mr. Van Konynenburg has never strayed far from the Minnesota outdoors he loves. He was born and spent his early childhood in the tiny village of Lismore, Minn., and his boyhood at St. Croix Falls, Wis. Today he spends much of his spare time fishing—winter and summer—among Minnesota's thousands of lakes, or on frequent duck-hunting trips. An avid sportsman, he has been known to discard his shoes, roll up his trouser legs and charge down the base paths during inter-company softball games.

He studied journalism and advertising at the U. of Wisconsin and was graduated in 1927. He thereupon joined the *Madison* (Wis.) *Capitol Times* as a salesman in the national advertising department. A year later he was national advertising manager. In 1929 he returned to Minnesota to join the national advertising staff of the *Minneapolis Tribune*. The year 1931 found him working as an account executive with a St. Paul advertising agency.

In 1934 Mr. Van Konynenburg entered the still-youthful radio field as a member of the sales staff of WTCN Minneapolis-St. Paul. Within two years he was sales manager. In 10 years he was general manager.

In August 1952 WTCN-TV, which started in 1949, was merged with WCCO-AM, a 50 kw clear channel radio pioneer of the Northwest, and the WCCO call letters were broadened to include both radio and tv. Mr. Van Konynenburg was named executive vice president and general manager of both radio and television broadcasting operations. Under his leadership, station personnel has increased from 18 to more than 230; both stations are operating at the maximum power allowed by the FCC, and both are taking the same leading role in community service activities that Mr. Van Konynenburg does in his personal life.

During 1953 WCCO-AM-TV devoted free facilities to a long list of educational, religious and charitable organizations, which if measured by rate card charges would have amounted to more than $750,000.

Mr. Van Konynenburg himself is a director of the Minneapolis Chamber of Commerce and the Better Business Bureau; a member of the Governor's special Minnesota development committee; Associated Industries advisory board; St. Paulites; Minneapolis YMCA, and the Minneapolis Advertising Club. He belongs to the executive committee of the National Conference of Christians and Jews, and served as chairman of the Rehabilitation Steering Committee of Minneapolis for handicapped persons.

These and other duties have taken much of the time Mr. Van Konynenburg once alloted to his first love—salesmanship. But he frequently slips away from his offices to renew long-standing friendships among agency representatives and business circles in the Twin Cities. Often his first-name familiarity with Minnesota and U. S. commercial leaders combines with the personal charm of the Van Konynenburg low-pressure salesmanship to wrap up complicated business transactions in the shortest possible time.

He refuses to be desk-bound: He wants to see first-hand how a difficult production problem is being handled; he'll make a personal check to see how a redecorating scheme is working out in one of the minor areas of the separate buildings occuped by WCCO-AM and WCCO-TV. And he's never too busy to stop one of the station employes in passing and express his congratulations for a job done particularly well.

Cedric Adams, a top WCCO radio and televison star, remarked recently that Mr. Van Konynenburg is one of the most unusual personalities he's ever encountered. "Van has a heart as big as a touring car," says Mr. Adams, "but at the same time, he has one of the shrewdest business minds I've seen operate."

He has two other interests about which he is rather reticent. One is his fondness for the accordion; the other is his hobby of bird-watching. He squeezes the accordion when he finds time to relax and his associates consider him accomplished enough to appear on one of the radio or tv talent shows, but he steadfastly refuses all coaxing.

As for bird-watching, Mr. Van Konynenburg is something of an authority in this nonstrenuous activity, and his avian interests are common knowledge around the WCCO-AM-TV studios. Last Christmas his present from the staff was 100 pounds of assorted bird seed.

Mr. Van Konynenburg married the former Jane Robinson in 1929.

he's taking lessons from 15 champs...

STARRING:
Sam Snead
Julius Boros
Lloyd Mangrum
Lew Worsham
Cary Middlecoff
Jackie Burke, Jr.
Al Besselink
Jim Ferrier
Earl Stewart, Jr.
E. J. "Dutch" Harrison
Ted Kroll
Johnny Palmer
Tommy Bolt
Doug Ford
Ed "Porky" Oliver

Right now, comfortable and relaxed in his own living room, he's getting a tip from Champion Sam Snead on how to improve his swing. Next week Lloyd Mangrum shows him the secret of long iron play. Then "Doc" Middlecoff gives him pointers on fairway woods. It's expert, entertaining instruction he couldn't *buy* at any price. He loves every minute of it!

PLAY GOLF WITH THE CHAMPIONS

is a unique series of thirteen 15-minute TV film programs with powerful appeal for the growing millions of golf fans, both men and women. They're in black-and-white or color, with music and narration. Comedy sequences alternate with instruction to hold the "fringe" audience. Produced by SPORTSVISION, INC., makers of the popular football series, All-American Game of the Week. For prices, availabilities, write, wire or phone . . .

SPORTSVISION, INC.

Dept. B, 233 Sansome St., San Francisco, Calif. • EXbrook 2-3837
Hollywood: Dept. B, 1161 No. Highland • HOllywood 4-9205
Chicago: Dept. B, 20 No. Wacker Dr. • CEntral 6-8955

"Or is this one a little TOO big?"

You can cook up a mighty big radio splurge in Kentucky — with *one* medium-sized "stove":

The Louisville Trading Area alone accounts for 55.3% of Kentucky's total retail sales! 5000-watt WAVE covers this compact market thoroughly — delivers it plus a big quarter-billion-dollar slice of Southern Indiana, at amazingly low cost, *and without waste circulation!*

Enough said. Let NBC Spot Sales fill in the details.

5000 WATTS
NBC AFFILIATE • **WAVE LOUISVILLE**

NBC Spot Sales, *Exclusive National Representatives*

IN PUBLIC SERVICE

KDYL Forewarns Motorists

KDYL Salt Lake City, in an effort to reduce auto accidents in 1954, has begun broadcasting driving condition weather reports as a public service. Conditions are broadcast through KDYL directly from State Highway Patrol headquarters four times daily, with the number of reports increasing in the event of emergencies.

KPOJ Sparks Charity

FOOD (2,000 cans) and produce (100 pounds) were donated to the police-sponsored charity, the Sunshine Division, through the combined efforts of KPOJ Portland, Ore., police and high-schoolers. While listeners phoned in pledges to KPOJ's *Hop Time* program, the teenagers and officers blanketed the city to collect the food.

Boosts City Fathers

LACK of public response to City Council plans for a new City Hall prompted WPTF Raleigh, N. C., to donate time for the airing of problems facing the Council. A current series of weekly half-hour programs are arranged by News Director Ed Kirk and Program Director Graham B. Poyner.

Fire Aftermath—Flood

RESIDENTS in the San Gabriel foothills, near Los Angeles, now facing flood danger after the devastating $7 million forest fire which burnt off valuable watershed and for a time threatened all Los Angeles tv transmitters [B•T, Jan. 4], heard various plans to protect them on KECA's special *Hollywood Radio Fire, Flood and Cities in Danger* program. Tape recording of a town hall meeting in Monrovia, Calif., where municipal officials, merchants and home-owners discussed emergency measures to prevent recurrences of past floods after similar fires, was presented to keep those foothill residents unable to attend the meeting informed on the protective steps.

Little Girl Lost

SUCCESSFUL search was organized by WKEI Kewanee, Ill., for a lost 12-year-old girl. When Suzzanne Nelson did not come home after school WKEI broadcast her description and later appealed for a search party to which some three hundred persons responded. A local resident recognized her from the broadcast description.

WLWT (TV) Backs Golden Gloves

WLWT (TV) Cincinnati, in cooperation with the Golden Gloves Club of Cincinnati will co-sponsor the 1954 Golden Gloves Boxing Tournament to be held Feb. 3. Nearly 14,000 $1 tickets will be put on sale with all proceeds turned over to the Hamilton County Polio Fund.

WFIL DJ Aids Blind

DICK CLARK, m. c. of *Caravan of Music* on WFIL Philadelphia, recently concluded a campaign in cooperation with "We the Blind" that drew more than 2,500 contributions of glasses, frames and cases from his listeners. Lenses and frames received in the drive have been turned over to the "We the Blind" organization and will be re-ground, finished, and distributed to needy persons.

NOW — ... a choice in ... JACKSONVILLE!

Now advertisers and viewers enjoy a choice of superb television service in mushrooming Jacksonville - the nation's 49th retail market —

With WJHP-TV's 276,000 watts ERP - it's NBC, ABC and DuMONT network programs - it's superb studio, plant and equipment - the great Jacksonville retail area now enjoys more of the best in TV - and in the best times, too.

For facts and availabilities call... New York MU7-5047 or Jacksonville 98-9751

The Jacksonville Journal's

WJHP-TV

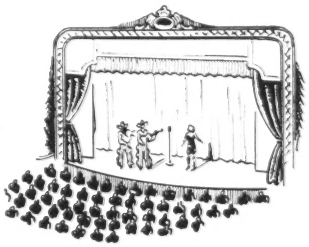
NBC-ABC-DUMONT

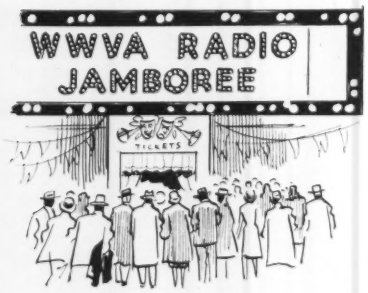
276,000 Watts
CHANNEL 36

Nearly one million personal contacts with its listening audience in 1953—that's the WWVA super sales record! And you well know it's the personal touch that counts, that makes friends, that sells! Yes, the friendly voice from the heart of industrial America made 974,857 personal contacts with its responsive listening and buying audience; proof enough that the WWVA earthy programming appeals to listeners, impels sales, produces results!

Sells on Personal Appearances . . .

The all-star WWVA time-tested talent made 1,072 personal appearances in the WWVA coverage area in 1953 . . . and attracted a combined audience of 658,942 people. These people are friendly to WWVA artists, enjoy WWVA programming, buy WWVA-advertised products.





Sells on the WWVA Jamboree . . .

From miles and miles around WWVA listeners come to see the in-person performances of the WWVA World's Original Radio Jamboree in Wheeling, W. Va., every Saturday night. They came to the number of 91,885 during 1953, a total limited by the small capacity of the theater in which it is presented. The SRO sign is a frequent star at the Jamboree box office; proof again that the WWVA audience is responsive.

Sells By Mail to the 48 States . . .

Advertisers' sales messages attracted 224,030 pieces of mail in 1953, from each of the 48 states and the Canadian provinces. Yes, the WWVA audience is a listening audience . . . and a responsive audience for anyone who has something to sell.

Ready to Go to Work for You . . .

These nearly-a-million-a-year WWVA personal contacts are ready to go to work for you . . . just as they are working for other alert advertisers. It's the one-station, one-cost, one-billing way to cover prosperous, productive Eastern Ohio, Western Pennsylvania and West Virginia. A John Blair man has the WWVA super sales story—or you can get it direct; just wire or 'phone the station collect.

JOHN BLAIR & COMPANY

WWVA

WHEELING,
WEST VIRGINIA
50,000 WATTS
CBS RADIO

A STORER STATION

NATIONAL SALES DIRECTOR: TOM HARKER, 118 EAST 57th STREET, NEW YORK 22, N. Y.

BROADCASTING TELECASTING

February 1, 1954 Vol. 46, No. 5

TV NETWORK EVENING CLIENTS TO STAND PAT THIS SUMMER

There'll be no 'blues in the night' during the perennial hiatus months, according to almost 90% of major nighttime tv network sponsors checked by B•T. One of many reasons is a reluctance to relinquish good time slots or hard-won lineups of stations.

THE SUMMER HIATUS is on the way out in network evening television.

This year almost 90% of the major sponsors of evening tv shows will continue to advertise on the networks through the traditional vacation period, thus guaranteeing the networks "summer security" for the first time in their histories, according to predictions voiced in a special B•T survey on summer programming among advertisers, agencies, researchers, and network executives.

Four reasons were being advanced generally for this development:

(1) Sponsors' desire to keep intact their present hard-won lineups of stations; (2) the attractive discounts being offered them by the networks for year-round advertising; (3) a growing conviction among advertisers of the merit of year-round continuity in advertising; (4) the comparatively low cost of filmed shows.

MR. CLYNE

At the Biow Co., Terry Clyne, vice president in charge of radio and television, said "present plans call for all of our advertisers to retain their time periods through the summer."

Typical of the trend toward summer retention is the situation at Young & Rubicam, which last year spent $34 million in television for its clients. One executive there estimated that all but perhaps 5% of Young & Rubicam advertisers will retain their shows. Some, he indicated, would use "repeats" as they did last year, with possibly an additional few settling this year on that means of conserving budget costs while increasing their span of advertising into the summer.

An officer at McCann-Erickson appraised the trend at his agency as follows:

"Television time is hard to get and once an advertiser gains a franchise he wants to hold on to it; thus we'd estimate that approximately 90% of our major clients will retain their time segments during the summer."

Moreover, he observed "some of our clients found summer retention surprisingly profitable last year and thus are really anxious to continue during the coming hot season. Among our advertisers on a year-round basis are Lever Brothers, Westinghouse and Congoleum-Nairn."

A spokesman at BBDO, which allocated $35 million in television last year, said that a "high percentage of its clients will retain their time segments on the network." But he added that it's much too early to decide on what programming would go in the time periods—most likely continuation of first runs on the film shows, reruns of best shows on other programs and possibly switching of different types of formats in some cases.

Leo Burnett, president of the Leo Burnett Co., one of the top 10 agencies last year in combined am-tv billings, felt that generally, with respect to his company, sponsors have indicated they plan to remain on with "basic programs." He said he saw no evidence of any wholesale retrenchment by advertisers. Burnett's estimated tv billing last year was $16.8 million.

Mars' Hiatus

Reviewing Burnett's lineup of network shows and sponsors [B•T, Dec. 28, 1953], David S. Dole, broadcasting operations manager, indicated that perhaps only Mars candy will take a summer hiatus, from *Super Circus* (ABC-TV), though Kellogg is expected to continue with co-sponsorship.

The Godfrey shows, along with Garry Moore and Art Linkletter and other network properties, some of whose clients are represented by Burnett, will remain intact. Tv spot buying is expected to maintain the "average" and even expand, particularly on season products like iced tea (Tea Council campaign).

Dave S. Williams, timebuyer, Geoffrey Wade Adv., Chicago, felt that generally replacement programs will be "good and should hold up" for the industry this summer. He predicted a favorable summer outlook for television.

Paul McCluer, general manager of Geoffrey Wade Advertising, reported the agency plans continuance of a tv spot campaign for Miles Labs (Alka-Seltzer, One-A-Day Tablets) but won't make any other video plans until at least March 1. He noted that networks have not yet announced their summer rate plans to induce advertisers to remain on the air through normal hiatus. Wade has no network tv programs on the air. Its estimated tv billing last year was $3.5 million.

MR. McCLUER

"We don't think of television as a 26-week proposition but rather as a year-round medium," he stated.

Network time franchises and the nature of products themselves were described as major factors by John B. Simpson, vice president in charge of radio-tv department, Foote, Cone & Belding, Chicago. He felt the outlook is "very good" for summer tv. While declining to dis-

CANADA Dry Ginger Ale reaches agreement with WABD (TV) New York to sponsor the weekly *Annie Oakley* series. W. S. Brown, seated, vice president in charge of advertising, signs for Canada Dry with (l to r) F. E. Bensen, Canada Dry advertising manager; Read H. Wight, vice president and tv director of J. M. Mathes Inc.; Perry B. Frank Jr., WABD account executive, and W. E. Brayton, Mathes account executive.

cuss specific agency network and spot clients, he said that those advertisers with certain products and "low sales opportunities" will maintain their network properties "to protect themselves for fall" and to meet other competition. Agency's tv billings in 1953 were $10 million.

Arnold Johnson, radio-tv facilities director, Needham, Louis & Brorby, Chicago, said that "generally speaking, no network advertiser can afford to go off the air because of station clearance problems." For this reason, he felt many of the agency's clients will retain their time periods, substituting summer replacements.

Plans are not firm on either *Robert Montgomery Presents* on NBC-TV or *Life With Father* on CBS-TV, both sponsored by S. C. Johnson & Son (the former alternate weeks), though it is expected that Mr. Montgomery will continue with a special summer series as last year. Quaker Oats is slated to carry *Zoo Parade* (NBC-TV).

As for spot business, Mr. Johnson said advertisers will keep their schedules "even though the cost-per-thousand is up" because of valuable adjacencies.

Tv network sales chieftains similarly voiced confidence in the prospects for summer.

In the past, networks have offered various "incentive" plans to entice advertisers to keep their time throughout the hot-weather months. CBS-TV, for instance, last summer offered a 30% rebate on costs. NBC-TV gave a 10% annual discount to those who remained on, and, for new advertisers, offered a 25% discount on charges for summer time purchases.

Whether similar "inducements" will be offered this year has not yet been decided.

Frey Confident

Surveying the outlook at NBC-TV, George Frey, vice president in charge of television network sales, expressed confidence that "the great majority" of that network's current sponsors will elect to stay on the air throughout the so-called "hiatus period."

At ABC-TV, Charles R. Abry, national director of television sales, looked forward to summer 1954 as a record-breaker.

"The ABC-TV network sponsorship picture for the summer months is the brightest yet in the network's history," he asserted. "Indications are favorable that the bulk of ABC sponsors will remain with us throughout the summer season."

Gerry Martin, director of network sales for DuMont Television Network, noted that "DuMont's rates are for time and production are geared for year-around advertising," and said: "Our clients have found DuMont such an efficient selling medium that the greatest percentage stay on all year. We anticipate more clients this summer than ever before, with the bulk of our present sponsors continuing and many new ones coming on."

William H. Hylan, vice president in charge of network sales for CBS-TV, described prospects as follows:

Outlook for business during the summer of 1954 is good.

With the exception of one or two specific cases, there is no indication that any advertiser will go off the air during the summer whether we have an incentive plan or not. Undoubtedly, however, there will be some program replacements under continuing sponsorships.

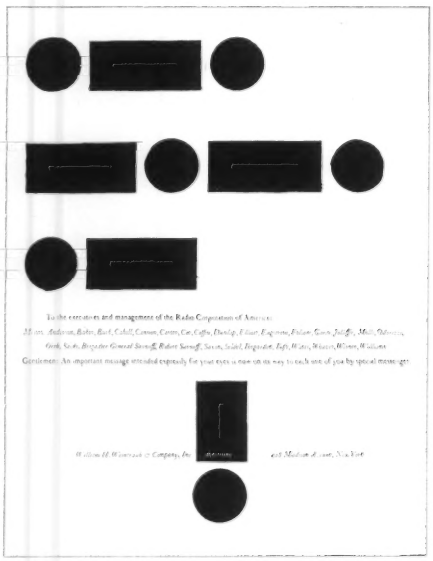
As in the past, CBS-TV sponsors find it to their advantage, both from the standpoints of coverage and ratings, to remain on the air. Last summer 12 commercial programs stayed on the air without change in talent or format. As far as ratings are concerned, ARB shows that the two periods, summer 1953 and the previous fall-winter season, were practically a standoff. In viewers reached, however, the summer programming averaged 14,769,000 compared to 11,819,000 viewers for the fall-winter period.

WEINTRAUB AIMS PITCH FOR RCA ACCOUNT

Agency buys full page in 'New York Times' to send Morse-coded message to Gen. Sarnoff and other top RCA executives.

IN a spectacular bid for the RCA advertising account, William H. Weintraub & Co., New York, placed a full-page ad in last Thursday's *New York Times* at a cost of approximately $5,280.

The advertisement, which attracted much attention, was dominated by the letters "RCA" written in Morse code—a device obviously calculated to appeal to Brig. Gen. David Sarnoff, chairman of the RCA board, who was a Morse code operator early in his successful career and has kept an avid interest in it ever since.



DOTS & DASHES

Weintraub signals an ex-code operator.

The Weintraub ad action stemmed from the fact RCA is withdrawing its advertising account from J. Walter Thompson Co. [CLOSED CIRCUIT, Dec. 21, 1953] and had invited several agencies to make presentation for the business. The following agencies have already made presentations at the request of RCA: Kenyon & Eckhardt, Grey Adv., and Al Paul Lefton, among others. The Weintraub agency had not been asked officially to appear for solicitation.

The Weintraub ad did not mention the RCA account, but merely said:

To the executives and management of the Radio Corporation of America: Messrs. Alexander, Anderson, Baker, Buck, Cahill, Cannon, Carter, Coe, Coffin, Dunlap, Elliott, Engstrom, Folsom, Gorin, Jolliffe, Kayes, Marek, Mills, Odorizzi, Orth, Sacks, Brig. Gen. Sarnoff, R. Sarnoff, Saxon, Seidel, Teegarden, Tuft, Watts, Weaver, Werner, Williams. Gentlemen: An important message intended expressly for your eyes is now on its way to each one of you by special messenger.

Vacation for Outcasts

KMTV (TV) Omaha has initiated a contest for "the outcasts of the contest bonanzas" in its slogan competition "for advertising people only," in which the station seeks a four-word slogan which "pithily presents its tremendous selling power in the rich Nebraska-Iowa market." The contest, which ends March 15, offers as first through fourth prizes, respectively: A week-for-two at Sun Valley, a case of imported champagne, a case of imported scotch and a case of bonded whiskey. The four words must begin with the station's call letters, K-M-T-V; the contest is open to radio-tv and agency people, timebuyers and advertising personnel. KMTV is distributing a fact bulletin "to help you win" and is promoting the contest with an extensive advertising campaign.

Frick Sees No Cost Jump For Tv Rights to Series

Baseball's commissioner says he doesn't think tv rights will go up materially by the time the present contract expires. He also is against multiple sponsorship.

SPECULATION that has been making the baseball rounds to the effect that tv rights to the World Series may treble in value by the time the current million-a-year contract runs out in 1956 received a dash of cold water last week from Baseball Commissioner Ford Frick.

Indicating his own view that the worth of the rights may not go up materially, he said baseball could conceivably price itself out of the picture—that he could not visualize any one advertiser picking up the kind of tab that such a boost in the rates would represent.

Mr. Frick said he is against multiple sponsorship of individual games; that he could see where there might be a different sponsor for each game but not several advertisers all presenting their commercials during one game. He also indicated that some sponsors that are acceptable for regular season broadcasts and telecasts of baseball games would not necessarily be acceptable for World Series games.

Current contract with Gillette and Mutual (which carries the World Series games on radio while NBC-TV handles the telecasts) expires after the 1956 series. Mr. Frick said negotiations for a new contract would start at least a year before that time.

ALCOA Films 'Motorama' For Own Tv Commercial

ALUMINUM Co. of America, sponsor of *See It Now* on CBS-TV, prepared a capsule version of the General Motors tv show "Motorama" in less than two days, and presented it on the following Tuesday's telecast.

Normally a commercial takes five weeks to complete from the planning stage through to the finished product, it was said. But through the coordinated efforts of ALCOA; its advertising agency, Fuller & Smith & Ross; General Motors, and Sound Masters, makers of the filmed commercial, the expedited filming was possible. Late Friday (Jan. 22) after the Motorama show in New York was closed to the public, several motion picture cameras were moved into the Waldorf Astoria and a 20-man production crew went to work. From midnight

Friday until 8 o'clock Saturday morning the crew worked feverishly to complete the 3-minute commercial. Special arrangements were made for the film laboratory to remain open Saturday in order to make a work-print from the footage that was shot and to make extra sets of prints for use on the air. In addition to the announcer's voice, special background music was incorporated into the sound track.

Highlight of the commercial was the showing of GM's new experimental car, the Firebird, which is powered by a gas-turbine and contains large amounts of aluminum including brake-drums and its rocket-shaped nose.

Pall Mall Contest Tests Promotion

PALL MALL cigarettes is conducting a radio and television station managers' promotion contest with the grand prize award an all-expense-paid vacation for two in Bermuda, Alan Garratt, advertising manager, announced last fortnight.

The contest is on behalf of Pall Mall's radio and television *Big Story* programs on NBC Radio and Television, and the Bermuda vacation for two will go to the station promotion chief doing the best, most original, unique and effective promotion job on behalf of either or both programs during the first quarter of 1954.

"Size of station and facilities at hand will be taken into consideration in judging entries," Mr. Garratt said. "The station promotion manager's ingenuity, not the size of his budget, is the test," he said.

Details of the contest were announced to station promotion managers on NBC closed circuit by Mr. Garratt and William M. Spire, vice president of Sullivan, Stauffer, Colwell & Bayles, New York, agency for Pall Mall.

Deadline for entries is midnight April 9, with contest closing March 31.

Philip Morris Describes Conditions of Buying B&H

A SPOKESMAN for Philip Morris, fourth-ranking cigarette company, said acquisition of Benson & Hedges, seventh-ranking cigarette firm, can become effective only after 355,460 shares—more than 80% of Benson & Hedges common—have been deposited with the exchange agent. After the acquisition has been completed, the spokesman said, Benson & Hedges, maker of Parliament filtered cigarettes and other tobacco products, will become a subsidiary of Philip Morris.

A prospectus issued Wednesday by Philip Morris to holders of Benson & Hedges common stock states that Alfred E. Lyon will continue as chairman of the board of Philip Morris & Co.; O. Parker McComas will remain as president, and Leonard G. Hanson as senior vice president and treasurer. The prospectus adds that it is contemplated that Joseph F. Cullman Jr., chairman and president of Benson & Hedges and Joseph F. Cullman III, executive vice president of Benson & Hedges, will continue as officers and directors of that company, in addition to being added to Philip Morris' board of directors. Mr. Cullman Jr. also will become chairman of the Philip Morris executive committee and Mr. Cullman III a Philip Morris vice president.

LeBLANC TRYS AGAIN WITH NEW PRODUCT

Radio promoter seeks a board and stockholders for 'Karyon' —which 'surpasses anything' in its line.

DUDLEY J. LEBLANC, whose use of radio to promote Hadacol is widely-known and well-remembered, is getting ready, he says, to promote a new product.

Copies of a letter written on stationery of the Louisiana State Senate, of which he is president pro tempore, turned up in radio circles last week. Sent to persons he would like to have on the board of the corporation he is organizing, the letter does not describe the "new product" except to say its name is "Karyon" and to praise its qualities and prospects. The letter says in part:

"Since you are well acquainted with my merchandising and promoting ability it is not necessary to dwell on that but rather permit me to introduce to you this present undertaking which in my opinion will surpass anything that has ever been accomplished before in that line.

Product Named

"The product will be named Karyon and will be superior to any similar item in both quality and appeal. Recent research work has definitely established and medical authorities now concur that for its benefit and utility it will be second to none.

"For members of the board of directors I have submitted to the committee on organizational men whose names are among the most prominent in the drug industry, a few prominent bankers, leaders in the newspaper, radio and television field, and two or three good business people including yourself. This committee will contact you sometime in the future and it is my fond hope that you will agree to serve on the board of this corporation which we hope will soon be not only national but international in scope.

"It shall be a pleasure to be associated with you in such a project and I am sure that the remuneration on all counts will be entirely satisfactory.

"In the territory where I operated with Hadacol there are over 30,000 drug stores and over 250,000 other retail outlets who handled our product with an average of two or three clerks in each. These people were pleased, satisfied, and made money. It is to them that we will first offer the stock. . . ."

Cash in Advance

GARDEN Guild of America, which has had difficulties within the past few weeks with postal authorities, radio station creditors, and its former agency [B•T, Jan. 4], has named Lifton, Gold & Asher, New York, as its advertising agency, John Southwell, head of the firm, told B•T last fortnight.

Mr. Southwell said that he was paying cash in advance for all current advertising, which included a radio spot schedule starting in California, Texas and Florida and using about nine stations for a seven to nine-week campaign.

NL&B Billings Up 27%

TOTAL billing of $24,525,100 for media, talent, production and fees for the fiscal year ended Nov. 30, 1953, was reported last week by Needham, Louis & Brorby, which claimed a 27% increase over the previous year. Figures were announced at a meeting of its executives from Chicago, New York and Hollywood at the Field Bldg., Chicago, last Monday. The boost was attributed to higher expenditures by clients, including newly-introduced products, and from new accounts. The 27% increase amounts to $5,248,000, with net profit of $221,600 after taxes. Gross income for commissions and fees was $3,619,885.46. Allowing for a month's differential in the calendar year, NL&B's radio-tv billings accounted for $11 million or about 45% of overall billings [B•T, Dec. 28].

PACKAGE of 16 weekly newscasts for 52 weeks was bought by The Texas Co. on WMAQ Chicago, NBC o&o outlet. Conferring on plans are (l to r): seated—C. W. Krueger, division manager, and J. A. Winger, central territory manager, both Texas Co.; Harry C. Kopf, NBC Central Division vice president and WMAQ general manager, and Donald Stewart, Texas advertising manager; standing—George Pfahler, assistant territorial sales manager, and James Doss, assistant manager, central territory, both Texas Co.; Rudi Neubauer, WMAQ sales manager, and C. A. Bentley, assistant division manager, Texas Co.

Washington State Unit Sets '54 Ad Program

THE Washington State Advertising Commission, meeting in Seattle Jan. 22, approved a 1954 regional advertising program totaling nearly $75,000.

The commission said radio and television will be used in a different manner than in past years, with messages asking listeners and viewers o plan heir vacaions ahead. The commission plans spots in California markets from April 15 to May 8.

Duane Jones Case Settled

THE SO-CALLED "Duane Jones Case" appeared to be settled last week, following payment by defendants—eight former employes of Duane Jones Co.—of a check covering the $300,000 verdict award, plus interest, to Mr. Jones' attorney. Interest amounted to approximately $20,000. The $300,000 award to Mr. Jones, upheld by unanimous decision of the court of appeals of the New York State Supreme Court [B•T, Jan. 11], is the equivalent of agency commission on about $2 million in billings.

Foster Resigns Post With William Esty Co.

KENDALL FOSTER, vice president in charge of television of William Esty Co., has announced his resignation from the agency after an association of 11 years.

Mr. Foster will announce his future plans at a later date. Samuel Northcross, vice president and business manager, succeeds Mr. Foster as vice president in charge of television.

Dairy Advertising Up

THE AMERICAN Dairy Assn. spent $2.7 million on national advertising and public relations in 1953, or 25% more than in the previous year, it was reported last week. Part of the increase, it was believed, stemmed from the association's time purchases on CBS-TV's Bob Crosby show and NBC Radio's Bob Hope program. The expenditure was reported by Lester J. Will, general manager of American Dairy.

NETWORK NEW BUSINESS

Ferry Morse Seed Co., Detroit, to sponsor *Garden Gate* CBS Radio Sat., 9:45-10 a.m. EST, for 14 weeks, effective Feb. 20. Agency: MacManus, John & Adams, Detroit.

Bristol-Myers Co. effective tomorrow (Tues.), to sponsor the Tuesday 2-2:15 p.m. segment of the *Garry Moore Show*, on CBS-TV, for Ipana Toothpaste. Agency: Doherty, Clifford, Steers & Shenfield, New York.

NETWORK RENEWALS

Chrisitan Science Publishing Co. renews *The Christian Science Monitor Views the News* on ABC Radio, Tues., 9:45-10 p.m., for 52 weeks, beginning Feb. 23. Agency: Walton Butterfield, N. Y.

Gruen Watch Co., Cincinnati, through McCann-Erickson, N. Y., renews alternate week sponsorship of *Walter Winchell*, ABC radio, ABC-TV, Sun., 9-9:15 p.m., EST. Carter Products Inc., N. Y., is alternate sponsor of simulcast.

GUESTS at the Jan. 27 luncheon given by KWTV (TV) Oklahoma City for agency and advertising executives included (l to r) Fred L. Vance, sales manager of KWTV; Edgar T. Bell, executive vice president of the station; Mary McKenna, Benton & Bowles radio and television timebuyer; Charles W. Shugert, Benton & Bowles account executive in charge of the Continental Oil account, and Arthur H. Sherin Jr., tv sales manager, Avery Knodel Inc., representatives for the station. The luncheon was one of a series of 10 held from Jan. 18 through Jan. 30 at the Hotel Chatham in New York.

SPOT BUSINESS

Penick Ford (My-T-Fine deserts), understood preparing annual spring spot announcement campaign.

General Foods, N. Y. (Instant Sanka), preparing supplementary radio announcement campaign in addition to tv coverage in approximately eight major cities, effective early in February.

Cantrell & Cochrane Corp., N. Y. (Super Soft Drinks) starts spot announcement campaign in L. A. area with seven weekly 20-second and 1-minute spots on KTTV (TV) and KECA-TV, and 6 weekly spots on KNXT (TV), all Hollywood, for 52 weeks from Jan. 25. Agency: Ted Bates & Co., N. Y.

Los Angeles Brewing Co., L. A. (Eastside Beer), continues extensive radio-tv campaign with renewal of half-hour segments of *Gene Norman Show* on KLAC Hollywood for 3rd year from Jan. 1. Firm also starts spot announcement campaign in L. A. area with approximately 40 weekly spots on 4 tv stations and 100 weekly spots on 4 radio stations, for 52 weeks from Jan. 1, besides continued sponsorship of *Foreign Intrigue* series on KNBH (TV) Hollywood. Agency: Warwick & Legler Inc., L. A.

Liggett & Myers Tobacco Co. (Chesterfield and L & M filter cigarettes), to attract a "specialized audience," is sponsoring station break announcements every hour on the hour immediately preceding "New York Times" news bulletins on the *Time's* WQXR New York. Contract, placed through Cunningham & Walsh, N. Y., calls for hourly announcements from 7 a.m. through midnight on weekdays and from 9 a.m. to midnight on Sundays, a total of about 120 a week.

AGENCY APPOINTMENTS

Best Foods Inc. names Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle H-O Oats, H-O Cream Farina and Presto Self-Rising Cake Flour, effective Feb. 1. Rest of account went to Dancer-Fitzgerald-Sample, N. Y., fortnight ago.

Bristol-Myers products division names BBDO, N. Y., to handle new deodorant, Discreet. Media plans as yet undetermined.

Bantam Books Publishers, N. Y. (pocket books), names Albert Frank-Guenther Law Inc., N. Y., for radio spot campaign of 151 spots running approximately one week in about 30 markets.

Kiwi Polish Co., Phila., radio-tv spot advertiser, names Geyer Inc., N. Y., to handle its advertising.

John H. Breck Inc., Springfield, Mass. (Breck Shampoo and other hair and scalp preparations), names Robert Otto & Co., International Adv., N. Y., to handle Breck advertising in foreign markets.

Sweetheart Cosmetics, division of Manhattan Soap Co., names Dowd, Redfield & Johnstone, N. Y. and John C. Dowd, Boston, to handle advertising this spring. Scheideler, Beck & Werner, N. Y., will continue as advertising agency for all soap products of Manhattan Soap Co.

Famous Cereals names Brooke, Smith, French & Dorrance of the Pacific Coast Inc., S. F.

Prepared Products Co. Inc., Pasadena, Calif. (cereals, mustard, Dixie Fry), names Ross Roy Inc., Hollywood. **M. G. Vaugh** is account executive.

Eastern Venetian Blind Co., Baltimore (Curtain and Drapery Hardware Div.), appoints The Joseph Katz Co., same city.

Reno All Year Committee of the Reno Chamber of Commerce appoints Thomas C. Wilson Adv., same city, to handle newly-created advertising account.

Portland Woolen Mills blankets division, Portland, Ore. (Wool O' the West blankets), names Don Dawson Co., same city.

Mission Bell Wineries, appoints Donahue & Coe, N. Y.

Seven Seas Import Guild (subsidiary of B. L. Mellinger Co.), L. A., appoints Hixson & Jorgensen Inc., that city. **Don W. Parmelee** is account executive.

Joyce Inc., Pasadena and Columbus, Ohio (William Joyce men's shoes), names Ross Roy

Inc. of Calif., Hollywood. **Arthur Toft** is account executive.

M & R Mfg. Co., Pontiac, Mich. (Sno-Bol liquid bathroom cleaner), appoints Ewell & Thurber, Chicago, to handle its advertising. Radio and tv will be used in 30 markets. **C. E. Rickerd** is account executive.

AGENCY SHORTS

MacManus, John & Adams Inc., Detroit, has opened Canadian office at 600 University Ave., Toronto. **F. J. Hatch** of Detroit head office, is organizing new Canadian office.

Hadlock & Assoc., Hollywood, with offices at 7564 Sunset Blvd., has been formed by **Jim Hadlock,** partner in Hutchinson-Hadlock Co., which has since been dissolved. Telephone is Hollywood 2-6731.

Glasser-Gailey Inc., L. A., moves to 3416 W. 1st St. Telephone number remains Dunkirk 4-2141.

Brooks Advertising Agency, L. A., moves to 1610 N. Argyle St., Hollywood 28. Telephone is Hollywood 4-1158.

Reynolds-Fitzgerald Inc., S. F., moves to 625 Market St.

Price, Robinson & Frank Inc., Chicago, has changed name to **Clinton E. Frank Inc.** Wayne R. West, accounting department, appointed secretary of corporation. Firm retains offices in Merchandise Mart. Telephone is Whitehall 4-5900.

Maryland Adv. Agency has announced its formal opening at 8 S. Michigan Ave., Chicago.

Conley, Baltzer, Pettler & Steward, S. F. advertising agency, changes name to **Conley, Baltzer & Steward.**

Rhoades & Davis, S. F. advertising agency, moves to own building at 642 Commercial St.

M. Dorsey Adv. Agency, North Hollywood, moves to 5010 Sunset Blvd., L. A. Telephone is Normandy 3-9343.

Heintz & Co., L. A. advertising agency, moves to 611 Wilshire Blvd. Telephone is Madison 9-3181.

Stromberger, LaVene, McKenzie, L. A. advertising agency, moves to 600 S. Lafayette Park Pl. Telephone is Dunkirk 5-2211.

Brown Adv. Agency Inc., Columbia, Mo., has moved to new and enlarged quarters in the Miller Bldg., that city.

Stiller-Rouse & Associates, Beverly Hills advertising firm, moves to 250 S. La Cienega Blvd. Telephone is Bradshaw 2-7835.

O'Brien Adv. Ltd., Vancouver, is planning to build its own office building early this year.

Franklin Spier Inc., N. Y., has leased the entire 15th floor at 232 Madison Ave.

Vickers & Benson Ltd., Toronto, has moved to its own five-story building at 110 Church St., Toronto. Telephone is Empire 4-6301.

Lee Keeler Inc., Phila., announces move to suite 1410, Fox Theatre Bldg., that city.

A. E. Aldridge Assoc., Phila., moved to new offices on 23d floor, 1616 Walnut St., that city.

Geoffrey Wade Advertising, Hollywood, moves to 6381 Hollywood Blvd. Telephone number remains Hollywood 4-7457.

ABC-TV, MOVIE INDUSTRY PLAN TV SHOW

Network, MPPA make progress on idea of weekly film exploiting current motion picture products and new talent.

SATISFACTORY progress was made last week in a new proposal for a weekly motion picture industry tv network program. ABC-TV will have a format worked out and in kinescope within the next few weeks.

This was revealed Wednesday by Robert Weitman and Earl Hudson, the network's vice president in charge of programs and talent, and Western Div. vice president, respectively, following conferences with members of the Motion Picture Producers of America.

Other participants in conferences were Don Hartman, production head of Paramount Pictures; Dave Lipton, vice president in charge of publicity and advertising, Universal-International Pictures; Harry Cohn and Jerry Wald, president and executive producer respectively of Columbia Pictures. Also at the sessions were Donn Tatum, ABC Western Div. tv director and Clark H. Wales, secretary of the MPPA studio publicity directors committee. Jerry Zigmond, western supervisor for Paramount Theatres, was an observer.

The network executives were "very much encouraged" over possibilities of resolving difficulties which stymied starting the series last year. If the current negotiations are culminated the weekly half-hour tv show will be part live and part film, with a different top motion picture industry executive making an institutional pitch.

Still to be worked out are timing of feature picture plugs to fit play dates; division of plugs among participating movie studios, and availability of star talent willing to work in tv for less than their established salaries.

Mr. Hudson felt that after a few more conferences the project would be on its way. He said Wednesday that the next meeting with MPPA members was scheduled "within two weeks." ABC-TV had an agreement with the MPAA last year for such a weekly program, but it expired Dec. 31 because of inability to clear unanticipated difficulties.

Besides exploiting current products, the film studios through the weekly program would also promote new talent, giving them a quicker buildup, it was pointed out.

Luduc, Hawley Form Film Co-op Sales Co.

New firm, to service sales for tv film distributors, will complement Mark Hawley Assoc., station film broker.

ESTABLISHMENT of Tv Film Cooperative Sales Co., New York, as a cooperative tv sales servicing organization for tv film distributors was announced last week by Marcel Luduc, president.

The new organization was set up to complement the services of Mark Hawley Assoc., which acts as a tv film broker for stations. Mr. Hawley, who assisted in the formation of Tv Film Cooperative Sales Co., but claims to retain no other interest in it, has signed a 10-year agreement with Mr. Luduc's company under which the latter firm also will serve as his exclusive representative in signing up tv stations.

Tv Film Cooperative Sales Co., according to Mr. Luduc, already has signed up some 50 distributors, handling about 2,500 hours of film, as clients. The firm will operate on the same brokerage system as Mark Hawley Assoc. utilizes in representing tv stations, with the Luduc company serving as selling agents for distributors for a 10% brokerage fee on product that is sold. The firm will represent dis-

IRVING L. SEIGEL, president of Food Fair supermarkets in Washington, D. C., signs 26-week contract to sponsor *Hopalong Cassidy* on WNBW (TV) Washington. Onlookers: (l to r) Seymour Seleznow, Food Fair merchandising director; Alvin Epstein, Epstein Advertising Agency president; Ruth Graze, Epstein account executive, and Robert Livingston, WNBW sales representative.

tributors in markets where the latter do not have coverage or where expense prohibits regular visits by their own sales staffs.

At the same time the company will represent Mr. Hawley's film buying service in signing up station clients. Under an agreement with Mark Hawley Assoc., a tv station agrees to purchase all filmed products through the company, which attempts to secure volume discounts through mass buying. The service costs the station nothing, but a 10% brokerage fee is charged the distributor. Mr. Hawley has a published listing of some 5,000 hours of films from various producers which he can make available to tv stations.

Film Distribution

Under the arrangement, Tv Film Cooperative Sales will sign stations for the Hawley service and provide them with film either from its own or Mr. Hawley's roster of distributors. In the event of a sale to a Hawley-serviced station, the 10% commission from the distributor will go to Mr. Hawley with the Luduc organization reimbursed for signing the station as a Hawley client. Mr. Luduc expressed the belief that most of his company's activities will be on behalf of non-Hawley stations, selling them products on behalf of the 50 distributors represented and for which his firm will obtain a 10% brokerage fee.

Mr. Hawley commented that tv stations using the facilities provided by both companies will be enabled, for the first time, to sit down with a price list and tailor-make programming to fit their specific needs. He believes the services will achieve lower costs both for distributors and stations.

Station Films Places Half-Million in '53

STATION FILMS Inc., New York, film buyers for 18 tv stations associated with The Katz Agency, representative firm, has placed $500,000 in film business in less than six months of operation, it was announced last week by Robert H. Salk, president of Station Films.

The company is described as a non-profit operation, supported entirely by members' annual fees, which does not charge distributors commission of any kind. Mr. Salk pointed out that the purpose of Station Films is to obtain "the best possible films for our stations," and to this end works closely with producers and distributors.

"Tv central buying has developed rapidly with the quick recognition of its values by stations, distributors and producers," Mr. Salk said. "Stations profit from the economies and efficiency of a group buying operation, as well as minimizing their efforts in locating and negotiating for needed product. Producers and distributors value the central buying because it saves time, travel and sales costs, and enables them to market their films to a sizable group of stations."

Japs Buy Tv Series

FREMANTLE Overseas Radio Inc., N. Y., producers and distributors of radio and tv programs in international markets, announced Friday it has sold first regularly scheduled commercial tv series produced in U. S. to Japanese advertiser. The series, *Jungle Macabre*, will be sponsored over Nippon Television Network station in Tokyo by Lyon's tooth paste, Japanese firm in that city.

Cloak & Dagger

IZOR GOUZENKO, former Soviet decoding clerk in the Russian Embassy in Toronto, who reportedly has never been photographed and never has appeared on radio or television, was the featured guest on *Drew Pearson's Washington Merry-Go-Round* filmed program, which was released nationally over the weekend by Motion Pictures for Television's film syndication division. Mr. Gouzenko is reported to be wanted dead or alive by enemy agents from behind the Iron Curtain because of his testimony before the Senate Internal Security Committee on the Soviet spy ring in Canada. The Gouzenko-Pearson film was made at an undisclosed location in Canada, an MPTV spokesman said, with Mr. Grouzenko wearing a specially-designed mask to protect his identity.

Networks Cooperative On Color—Pincus

DAVID PINCUS, president of the Film Producers Assn. of New York, issued a statement last week refuting a claim that networks have failed or refused to cooperate in supplying information concerning standards for television color film.

Mr. Pincus referred to a claim attributed to Martin Ransohoff, an independent film producer, which accused networks of non-cooperation. Mr. Pincus contended that networks have been "extremely cooperative" and added that all firms connected with color television, including manufacturers of equipment and personnel of laboratories, have been willing to assist in "the solution of any present or future problems."

Mr. Pincus said that a recently-established producers committee had approached key individuals and companies concerned, among them RCA, NBC, CBS, DuMont, WOR-TV New York, Technicolor, Eastman, Pathe, Philco and others, receiving "definite promise of cooperation and in many cases with a great deal of information."

Mr. Pincus added that FPA plans to hold a forum shortly at which the results of its investigation and experiments will be described and discussed for the benefit of its members, advertising agencies and other interested parties.

Guild Speeds Production On Three Film Series

STEPPED-UP production program on Guild Films Co.'s *Liberace, Life With Elizabeth* and *The Joe Palooka Story* series was announced last week by Reub Kaufman, Guild president, on his return to New York from a business trip to Hollywood.

Mr. Kaufman said that during the next three months Guild will produce a total of 74 half-hour shows at a cost of about $1,093,000. Plans call for the production of 26 new *Liberace* episodes, of which 13 will be in color, for a total of 65; 34 new *Life With Elizabeth* programs, raising total to 52, and 14 more episodes of *The Joe Palooka Story* series, for a total of 26.

Currently *Liberace* is telecast on 160 stations; *Life With Elizabeth*, 61, and *The Joe Palooka Story*, 24.

Mr. Kaufman added that before the current shooting schedule ends on April 20, plans for the next production set-ups will be announced. He noted that the production budget through April 20 represents about half of the total expenditures allocated for production for 1954.

ZIV TV PURCHASES 'MR. D. A.' RIGHTS

ZIV Television Programs Inc., in a $250,000 deal, has acquired the tv and radio rights to *Mr. District Attorney*, it was announced last week in Hollywood by President John Sinn. Negotiations have just been concluded with Phillips Lord, who for the past 17 years has controlled the property.

Filming in Eastman 35 mm color is already underway at California studios with the complete cooperation of Los Angeles law enforcement agencies. First release of *Mr. District Attorney*, starring David Brian in the title role, is scheduled for April 1.

Regarding "tv film as a medium unto itself," Mr. Sinn added "a filmed show has the advantage over live programming of not being confined to small sets." For that reason, he explained, only a small percentage of actual shooting will take place on the sound stages.

While Ziv is concentrating now on the tv series, a transcribed syndicated radio version is being planned for the near future.

ABC to Syndicate Films By Roach Under RABCO

INCORPORATION of RABCO, a partnership under which Hal Roach Jr. will produce tv film series for ABC syndication in line with plans announced last spring by ABC President Robert E. Kintner [B•T, May 4, 1953], has been effected, it was announced last week.

The immediate schedule calls for production on a minimum of four new half-hour series, *Guns of Destiny, White Collar Girl, Passport to Adventure* and *Tales of a Wayward Inn.* Pilots for all have been completed and ABC already has taken over distribution of *Racket Squad,* the announcement said.

Representing ABC on the RABCO board are Robert H. O'Brien, ABC executive vice president; George Shupert, vice president in charge of film syndication; Earl Hudson, vice president in charge of ABC's western division, and John C. Wagner, western division comptroller. George Gruskin of William Morris Agency and Emanuel Goldstein are associated with Mr. Roach.

Broidy Will Sell Lippert Films in New Agreement

TWO-FOLD deal has been concluded by William F. Broidy and Robert L. Lippert under which the former will take over the tv sale of Lippert products, including 100 theatrical features, 170 musical shorts, 39 "Blackstone" magic films and 26 female wrestling programs. Additionally, Mr. Broidy will produce 12 theatrical films during a year's period for Lippert release.

Representing Broidy in his upcoming tv film sales activities is Official Films, which has in turn retained Tom Corradine & Assocs., Hollywood, to represent the distribution firm in 11 western states.

Lippert, it is understood, is temporarily "deactivating" Tele-Pictures Inc., which up to now handled the tv distribution of his product.

ABC Film Promotes

ABC Film Syndication Division has embarked upon a series of promotion campaigns on behalf of *Racket Squad* and *The Playhouse* properties in New York, Los Angeles, Chicago and New Orleans coincident with ABC affiliates meetings in those cities. George T. Shupert, vice president in charge of the division, is distributing questionnaires to station managers for their views on types of film programming they require and the services they need from distributors.

Levine Promoted at CTS

APPOINTMENT of Al Levine as midwest sales manager of Consolidated Television Sales was announced last week by Dwight W. Whiting, general manager of the tv film distribution firm.

MR. LEVINE

Mr. Levine has been located in the Chicago office of Consolidated for the past few months. He succeeds Richard Gedney in that post. His appointment follows closely the promotion of Ralph M. Baruch to the position of eastern sales manager in line with the company's expansion plans [B•T, Jan. 18, 11].

Mr. Levine formerly was associated with United Television Programs and Snader Telescriptions in sales capacities before joining Consolidated.

WABT (TV) Joins Vitapix

WABT (TV) Birmingham has become a stockholder station in Vitapix Corp., tv film syndication company, it was announced last week by Frank E. Mullen, Vitapix president. It was pointed out that Vitapix currently has as stockholder stations "the leading tv broadcasters in the majority of primary markets in the country, covering more than half of the total U. S. television homes."

FILM SALES

NBC Film Division's 26 new feature films, more than half of them produced since 1950 and none previously shown on tv in New York, have been purchased by WPIX(TV) New York.

Falls City Brewing Co., Louisville, signs to sponsor *Waterfront* tv film series, a **Roland Reed** production, in Louisville, Ky., Bloomington, Ind., and Huntington, W. Va. Agency: A. A. Prater, St. Louis. Distribution of series was taken over by United Television Programs. Among others, Standard Oil of California has signed for sponsorship in seven western states, and Sealtest Ice Cream in the Pittsburgh, Johnstown, and Altoona areas. Starting date for the series is Feb. 14.

Pepsi-Cola has renewed ABC-TV *Pepsi-Cola Playhouse* in a reported $325,000 deal with **Revue Productions** already in production on the new 13 films. Additionally, **Revue** is shooting ABC-TV *Pride of the Family*, CBS-TV *Meet Mr. McNutley*, syndicated *City Detective* and preparing resumption of *Kit Carson* in June.

FILM PRODUCTION

Sarra Inc. has produced an identical series of tv film commercials for **Campbell Taggart Associated Bakeries** on behalf of its three different breads, Rainbo, Fair-Maid and Colonial. The 20-second commercials are designed to advertise each bread separately with minimum of alteration, and utilize a variety of picture themes keyed to musical jingles. Sarra also has turned out a new film commercial for **United States Tobacco Co.** in which its Encore cigarettes "come to life." Spot was produced through **Kudner Inc.,** New York.

Hal Roach Studios Inc., Culver City, Feb. 1 starts new group of 13 films for NBC-TV *Life of Riley* series. Total of 65 films have been completed on which **Tom McKnight** is producer and Roach vice-president **Sidney S. Van Keuren** is production supervisor.

Screen Gems Inc., Hollywood, is filming "Yours for a Dream" for inclusion in NBC-TV *Ford Theatre*. Film, starring **Joanne Dru,** marks tv film debut of **S. Z. (Cuddles) Sakall.** Firm, with the assignment of **Berne Giler** and **Seymour Robinson** to write the scripts for "Let the Eagle Scream" and "Lonely Heart," respectively, launches preparations for *Damon Runyon Theatre*. New series of 39 half-hour films, which goes into production in April, will be filmed in conjunction with **Normandie Television Pictures Inc.**

Norwood Studios, Washington (a division of **International Motion Pictures Consultants Inc.),** announces following series in production, each made up of 26 half-hour films: *Assignment Washington,* dealing with matters of foreign intrigue using authentic backgrounds in and around Washington; *The World Is Our Problem,* concerned with appraisal of government agencies the world over, and *John Jones, Public Servant,* stories of lower bracket government workers who have made valuable, and often heroic, contributions to public welfare.

RANDOM SHOTS

Authors Playhouse, headed by **Eugene Solow** and **Brewster Morgan,** has completed negotiations with the **Chemical National Bank of New York** whereby the latter will finance a series of 39 half-hour films based on the published works of such writers as **John Steinbeck, John Hersey, Ben Ames Williams, Lloyd C. Douglas, Christopher LaFarge** and others. Production is scheduled to start March 1 at **California Studios,** Hollywood. Mr. Solow recently completed three half-hour programs, filmed by **Gross-Krasne Inc.,** for CBS-TV *Omnibus,* which were based on John Steinbeck's novel, "Pastures of Heaven." **Harry Horner,** who directed those films, has been signed by Authors Playhouse, as has director **Robert Stevenson.** Negotiations are underway for top Hollywood name talent and directors.

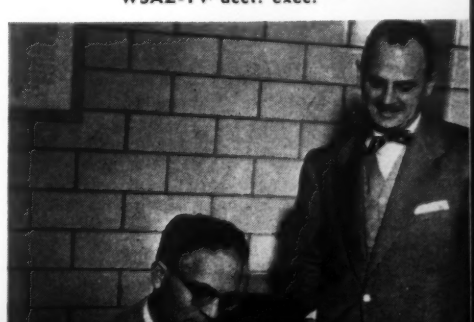
Screen Gems Inc., Hollywood, has signed newspaperman-writer **Quentin Reynolds** to star in new series of 26 half-hour films, *Classified,* based on factual stories from newspaper classified ads. Series, with **Michel Kraike** set as producer, will be distributed by the firm's national sales organization.

MAYFLOWER Dairy Prod. signs with KOIN-TV Portland, Ore., for long term participating sponsorship on *KOIN Kitchen.* Making arrangements are (l to r) Frank Coffin, KOIN-TV acct. exec.; Wayne Leland, House & Leland Adv. Agency, handling Mayflower account; Marvin Davidson, Dairy Co-op. Assn. secy-treas., and Gene Keller, Mayflower sls. mgr.

WSYR-TV Syracuse, N. Y., and Syracuse Chiefs, International League baseball club, set plans for telecasting of Chiefs' 1954 home games. Signing are, standing, (l to r) Gene Martin, Chiefs' gen. mgr.; Bill Rothrum, WSYR-TV v.p. in charge of programming, and Bill Martin, WSYR-TV sports dir.; seated, Martin Haske, Chiefs' new owner.

SANTA FE Railways, Chicago, contract for weekly half-hour *Person to Person* on KNXT (TV) Hollywood, for 52 weeks, is authorized by A. A. Daily, firm's adv. gen. mgr., as the following look on (l to r) James T. Aubrey Jr., KNXT gen. mgr., and William A. Coons, Leo Burnett Co. West Coast mgr.

1954 CONTRACT with WSAZ-TV Huntington, W. Va., is arranged by Reaves Jones Jr. (l), Feutchenberger Baking Co., and George Miller, WSAZ-TV acct. exec.



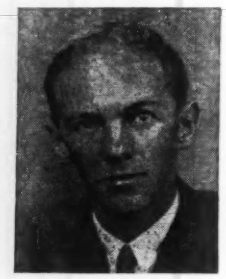
UHF SATURATION SHOWS INCREASE IN ARB SURVEY

American Research Bureau report covers 55 cities where less than 80% of tv homes are converted to uhf. Factors influencing growth of saturation and tune-in are length of time on air, network affiliation and interconnection.

UHF is making good progress in many vhf-uhf cities, including some of the pre-freeze major markets, but the rate of uhf conversion is far ahead of the uhf tune-in, judging by the third comparative survey conducted by American Research Bureau.

The uhf saturation rate is going up in 53 of the 55 cities surveyed by ARB in January. In two cities, however, the ratio of uhf to total television homes showed a decline though the actual number of uhf sets obviously increased. On the other hand, uhf is having a rough time in many cities and in some cases the medium has a negligible audience.

ARB's figures are not intended to measure all vhf-uhf markets but merely cover cities in which fewer than 80% of tv homes are converted to uhf, according to James W. Seiler, ARB director. In all but one of the 55 cities, a pre-freeze station operates within 100 miles.



MR. SEILER

The 16 cities with over 80% uhf saturation as of last October, and not included in the ARB January survey are Baton Rouge, Columbia (S. C.), Decatur (Ill.), Duluth, Fort Smith (Ark.), Fresno, Jackson (Miss.), Little Rock, Madison (Wis.), Mobile, Montgomery, Peoria, Roanoke (now without a uhf station), Rockford (Ill.), South Bend and Wilkes-Barre.

ARB's January survey shows that 13 vhf-uhf cities in the study have better than 75% of tv homes with uhf tuners, with 14 having 50-75% uhf, 12 having 25-50% and 16 having fewer than 25% of tv homes able to receive uhf service.

An important factor to be considered in the ARB January study is the fact that many of the stations have been on the air only a short time.

Other factors influencing the growth of uhf saturation and the tune-in are network affiliation and interconnection. Most of the cities studied have uhf stations with network tieups, but in some instances the uhf outlets don't get first chance at popular network programs because vhf stations get the plums.

In any case, a look at the ARB January report offers a number of obvious conclusions:

- Programming is a prime factor, with uhf tune-in as a whole well behind vhf in most of the 55 vhf-uhf cities.
- Even where uhf programming is being improved, the tune-in isn't keeping pace in some cities. This indicates a lack of promotion.
- Uhf saturation is making steady progress in some big key markets like Pittsburgh, Buffalo and Milwaukee, reflecting good management, promotion, network service and improved local programming.
- In some other cities uhf is taking a brutal beating.
- A uhf station competing with more than one vhf station, and lacking NBC or CBS programs, is apt to be in serious trouble.
- There are over two dozen cities in which uhf enjoys over 80% saturation (tv homes).
- In general, uhf saturation is higher in cities having NBC or CBS programs available on uhf.
- Network programs don't guarantee uhf prosperity.

The ARB figures are not designed to show trends for the entire uhf medium but merely compare uhf and vhf in cities where both services are available, excluding 16 cities having uhf saturation (over 80% of tv homes).

In 31 markets having NBC and CBS service on uhf stations, and possibly ABC and DuMont as well, four had better than 75% of tv homes equipped with uhf, 12 had 50-75% uhf saturation, four had 25-50% and 11 had less than 25% of uhf saturation in tv homes.

In 22 markets lacking substantial NBC or CBS service on uhf, but having ABC and/or DuMont, three had over 75% uhf saturation in tv homes, one had 50-75%, five had 25-50% and 13 had less than 25% uhf saturation.

The ARB figures show that uhf saturation (% of tv homes) is high in a number of cities where the total tv saturation is not high. In these under-developed tv cities the uhf station may not be as good a buy as a uhf station in cities where uhf saturation is moderate but total television saturation is high.

'Channels Viewed Most'

Then, too, there are cities with high uhf saturation where the uhf audience is poor, judging by a section of the ARB survey titled "Channel Viewed Most."

For example, in one medium-sized city over 95% of the homes reported uhf but only one out of seven mentioned uhf in the channel-viewed-most section. Only about 40% of the city's homes had tv sets. One small city with 70% uhf had scarcely any viewers. The audience section, which ARB said is requested by many of its clients, fails to reflect the popularity of uhf stations at certain hours of the day. Its channel-viewed-most figures are described as unfavorable to uhf because so many of the vhf stations have been on the air a year or more and operate more hours per day than many uhf outlets.

Of the 55 vhf-uhf cities studied, only one showed uhf with better than a 75% rating in the channel-viewed-most category. In two, uhf ranked in the 50-75% bracket, in 11, 25-50% and 41 rated uhf below 25% as channel-viewed-most.

In only nine out of the 55 cities are combined uhf stations able to show they are drawing a tune-in equal to or better than vhf, judging by the channel-tuned-most figures.

While cities with NBC and/or CBS programming on uhf shows a better uhf saturation figure than non-NBC-CBS uhf cities, there is little significant difference in the tune-in as shown by the channel-tuned-most table. A factor involved in this table is the fact that vhf stations in general are on the air more hours per day.

The progress of uhf in cities having only one vhf station is far below that of cities having two or more good vhf signals available.

Politz Pitch

COPIES of the Politz study, "The Importance of Radio in Television Areas Today" [B•T, Dec. 14, July 27, 1953], have been distributed to NARTB members, according to President Harold E. Fellows, who described the data as "striking evidence of radio's hold upon American families." Copies have been sent to legislators and government officials as well as educational and religious leaders.

Radio-Tv Network Gross In '53 Is 12.8% Over '52

Preliminary figures of Publishers Information Bureau are broken down to show tv networks gained 25.9% while radio networks were down 1.8% below the previous year.

COMBINED gross time sales of the nationwide radio and tv networks during 1953 totaled $388,126,807 according to preliminary figures issued by Publishers Information Bureau. Sum is 12.8% above the 1952 combined radio-tv network gross of $344,248,246.

Radio network billings for 1953 amounted to $160,516,407, according to the preliminary PIB figures, 1.8% below the 1952 gross of $163,453,466. Tv networks last year grossed $227,610,400, up 25.9% from the 1952 total of $180,794,780.

For December, combined radio-tv network gross time sales aggregated $38,848,252, up 19.9% from the $32,387,315 total of December, 1952. Radio network time sales for the month declined 5.1% from the December, 1952, total, while tv network time sales rose 41.3% in December, 1953, compared to the same month of 1952.

Itemized PIB network-by-network gross time sales for December and the full year, 1953, compared to 1952, follows for both radio and tv:

	Dec. 1953	Dec. 1952	Jan.-Dec. 1953	Jan.-Dec. 1952
NETWORK RADIO				
ABC	$ 2,854,169	$ 2,856,714	$ 29,826,123	$ 35,023,033
CBS	5,554,313	5,717,800	62,381,207	59,511,209
MBS	*2,127,192	1,980,320	*23,158,000	20,992,109
NBC	3,630,971	4,370,265	45,151,077	47,927,115
Total	*$14,166,645	$14,925,099	*$160,516,407	$163,453,466
NETWORK TELEVISION				
ABC	$ 2,619,862	$ 1,331,588	$ 21,110,680	$ 18,353,003
CBS	10,381,879	7,088,506	97,466,809	69,058,548
DTN	1,617,058	1,211,316	12,374,360	10,140,656
NBC	10,062,808	7,830,806	96,658,551	83,242,573
Total	$24,681,607	$17,462,216	$227,610,400	$180,794,780

*Preliminary

High Radio Listening In Tv Markets—BAB

HIGH DEGREE of listenership to individual radio stations in markets penetrated heavily by television is underlined in the latest BAB cumulative audience report on radio released to members last week.

The BAB report, which is the seventh on radio's unduplicated audience, is titled "The Cumulative Audience of Individual Radio Stations in Markets With More Than 80% Television Penetration." It covers in-home listening only, from 6 a.m. until midnight.

Among the highlights of the study were findings that an individual radio station in a market with 80% tv penetration gets an audience of seven out of every ten families listening an average of nearly seven hours every week; that 37% of all families listen to a single radio

WHO Farm Director HERB PLAMBECK Receives Top Farm Award!

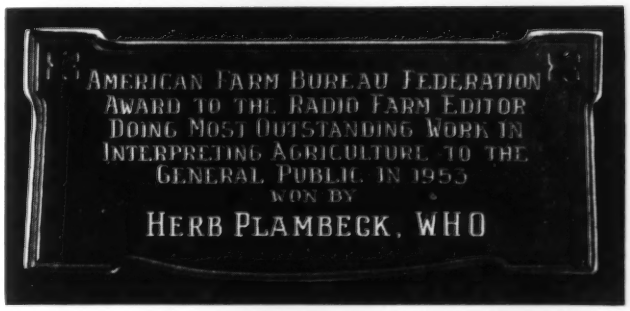
The American Farm Bureau Federation award is given annually to the radio Farm Director who has done the most outstanding work in interpreting agriculture to the American public. It is the "Pulitzer Prize" of its field — is the greatest honor that can come to a radio farm director.

Last November 30, the Farm Bureau Federation award was made to Herb Plambeck of WHO, for the year ending October 31, 1953.

In the year covered, Herb Plambeck was responsible for nearly 1000 specialized WHO farm news and service broadcasts, of which three series were presented especially to interpret agriculture to the American public — "Meet the Farmers", "Evening Farm Round-Up", and "Agriculture, U.S.A." (which is produced by the Clear Channel Broadcasting Service in Washington, D. C.).

Also during this period, Herb delivered 75 in-person addresses, to audiences totaling 129,380 people. His Department appealed to listeners for money for Holland flood victims—and collected more than the other 22 stations working on the campaign, combined. He headed a friendship tour to South America. He represented the United States at the World Plowing Match in Canada. He represented the National Association of Television and Radio Farm Directors (NAT*RFD*) at a 1953 seminar for foreign radio men and women. The Department produced special farm broadcasts throughout the year, for Voice of America transmission throughout the world.

Herb Plambeck's Farm Department is one of the many reasons why Station WHO is listened-to-most in Iowa, by people on farms, in towns and in cities alike. *Ask Free & Peters, Inc. for all the facts.*


AMERICAN FARM BUREAU FEDERATION
AWARD TO THE RADIO FARM EDITOR
DOING MOST OUTSTANDING WORK IN
INTERPRETING AGRICULTURE TO THE
GENERAL PUBLIC IN 1953
WON BY
HERB PLAMBECK, WHO

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC.
National Representatives

station an average of 1 hour 38 minutes each, every day; that 70% of all families tune to an individual radio station an average of 6 hours 47 minutes, every week.

Markets reported on were New York, Chicago and Los Angeles, with actual area measured in each case said to be equivalent to Audit Bureau of Circulation retail trading zones. BAB said listening data was based on the A. C. Nielsen Co. Audimeter reports.

'Influential' People Surveyed on Commercials

EDWARD L. BERNAYS, public relations counsel, New York, who also has been active in the cause of noncommercial educational television, last week sounded what he called "the opening gun in a movement to improve the quality and effectiveness of tv commercials."

His opening gun: Results of a survey of "influential men" on the subject of tv commercials. His findings: They don't like 'em. A "great majority," but not all, felt they do not serve "the public interest, convenience and necessity." But, his reported added, "despite these strongly worded negative reactions, there is general belief that the cure should come through industry self-regulation, not through government ownership or regulation."

Mr. Bernays said he circulated a questionnaire "among group leaders whose opinions might stimulate the public to demand a saner policy in commercials." He got back 111 replies. Among the descriptions he found applied to tv commercials were that they "infuriate, bore, irritate, deceive the public and destroy their own value." Also that they are "demoralizing, exaggerated, insufferably repetitious, trite, obtrusive, interrupting, poorly timed, juvenile, anti-social, monotonous, repulsive, and insulting to the viewer's intelligence." Also that they are guilty of "bad taste, lack of dignity, and un-esthetic subject matter."

A Few 'Excellent'

While descriptions of this type were "preponderant," Mr. Bernays said, "a few excellent tv commercials were noted . . . and these point the way toward good and effective practice for all." He did not quote any replies citing "excellent" commercials.

Recommendations for improvement of tv commercials, Mr. Bernays' report asserted, "ran from complete abolition of tv commercials to elimination of exaggerations and false claims. Nearly all respondents recommended that overlong, poorly timed interruptions and too frequent commercials be eliminated. Many urged that insincerity of announcers be stopped. Other steps suggested were: give reasonable and mature information, cut down on repetition, eliminate trite singing commercials, separate commercials from the program, strengthen esthetic and intellectual appeal, set up panels or boards to promote codes of ethics for tv commercials."

The amount of viewing time reported by those replying to the questionnaire ranged from "three times in my life" to "at least 40 hours weekly unless on road traveling." The average for 48 who specified viewing times in terms of approximate hours: Nine hours a week.

Four Survey Questions

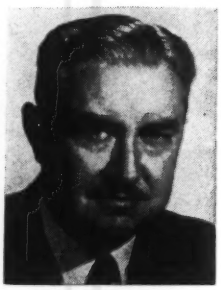
Four questions were asked in the survey: (1) Do you believe present-day tv commercials serve "the public interest, convenience and necessity?" (2) If not, why not? (3) Do you have any constructive suggestions for improvement? (4) How many hours weekly do you watch television?

Among the respondents whom Mr. Bernays identified were Grayson Kirk, president, Columbia U.; Dr. Pitirim A. Sorokin, professor of sociology, Harvard U.; Edwin S. Friendly, vice president, New York *World Telegram & Sun;* Leo Cherne, executive director, Research Institute of America; Norman Draper, director, department of public relations, American Meat Institute; Dr. Hans J. Morgenthau, department of political science, U. of Chicago; Martin H. Work, executive secretary, National Council of Catholic Men, and Paul J. O'Connor, executive secretary, American Greyhound Track Operators Assn.

AM HOOPERATINGS BACK IN 50 MARKETS

REINSTATEMENT of Radio Hooperatings in 50 major markets, with a schedule of three reports a year in 29 markets and two a year in the 21 others, is being announced today (Monday) by C. E. Hooper Inc. At the same time the rating service organization stated it is re-establishing its telephone coincidental "Accuracy Control" on an individual city basis in the coincidental-diary method used to produce Tv Hooperatings in the same 50 markets. Both services become operative in February.

"Both steps are made possible by a modification in the coincidental interviewing technique which we have used continuously since 1934 in the measurement of broadcast audiences," C. E. Hooper, president of the research firm, commented. He noted that in 1940 this technique was first changed with introduction of the "duplex" feature, which covers the previous quarter-hour as well as that during which the telephone call is made, providing information for each quarter-hour on twice as many families from the same number of calls.



MR. HOOPER

The current change, he said, is to secure information on both radio and tv audiences from the same interview, the interviewer asking about tv viewing as well as radio listening during the call. "The question routine is completely unprejudiced to the interests of either medium," Mr. Hooper stated. "The questions invite information on the use of any and all radio and tv sets in the home with a minimum of words."

Major Effects

Major effects of the plan, Mr. Hooper said, are to reinstate complete Radio Hooperatings coverage reports in the major markets, in many of which no Hooperatings have been published for the past three years; to resume a uniform publication schedule and format, typically fall-winter, winter-spring and summer, in place of covering different months and hours from city to city and one year to the next.

Mr. Hooper also said that in contrast to the "exodus of radio stations from our subscription list during the past three years—as they watched the downward evening radio tune-in trend, I can now report an active revival in subscriptions by radio stations."

Network stations are as well off as five years ago, he said, "because of less competition from other network stations," and individual music stations are "substantially better off audience-wise now than five years ago—a reflection of reduced network competition, of their own improved music programming technique and their promotion of it."

Citing 1948-1953 figures on one independent station, Mr. Hooper reported that "during one period in 1948 it rated 0.6 in competition with *Arthur Godfrey* (4.5), *Breakfast in Hollywood* (8.2), *Nora Drake* (3.3). Only one of these programs now competes with it, *Arthur Godfrey* (with a 4.0 in our latest report). The independent station now shows up with a 4.1."

The markets in which Radio Hooperatings will be published three time a year are: New York, Chicago, Philadelphia, Los Angeles, Boston, Detroit, Atlanta, Baltimore, Birmingham, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Davenport, Dayton, Houston, Kansas City, Louisville, Milwaukee, Minneapolis, Omaha, Pittsburgh, Salt Lake City, San Antonio, San Francisco-Oakland, Seattle, St. Louis, Syracuse and Washington.

The markets reported on twice annually are: Albany, Buffalo, Charlotte, Denver, Grand Rapids-Kalamazoo, Huntington, Indianapolis, Memphis, Miami, New Haven, New Orleans, Norfolk, Oklahoma City, Portland, Ore., Providence, Rochester, San Diego, Toledo, Tulsa, Wilmington and Youngstown.

Radio Set Production Higher for Second Year

PRODUCTION of radio sets in 1953 was the highest since 1950, marking the second straight year in which output has increased, according to Radio-Electronics-Tv Mfrs. Assn. Tv set output was the second highest on record and well above 1952.

RETMA found that 13,368,556 radios were turned out by U. S. factories last year compared to 10,934,872 in 1952 and 12,627,362 in 1951.

Tv set production totaled 7,214,787 units compared to 6,096,279 in 1952.

Of the tv set production, 1,459,475 left the factories with uhf tuning facilities, according to RETMA. This figure does not include uhf conversion units installed locally by distributors, dealers and service companies.

In December 139,657 of the 449,787 tv sets produced were equipped at the factory with uhf units, reflecting the spread of uhf service. Radios with fm circuits totaled 39,221, with another 2,193 tv sets having circuits tuning the fm broadcast band.

This table shows radio and tv set production by months for 1953:

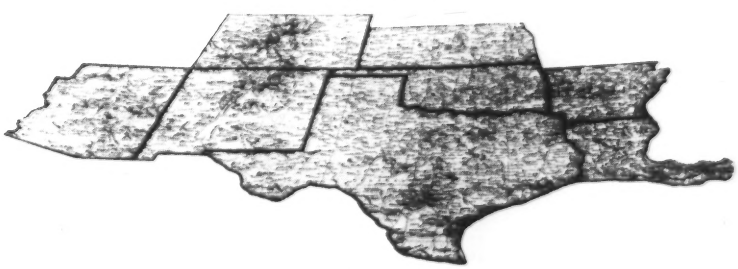
	Television	Home Radios	Portables
Jan.	719,234	361,921	93,962
Feb.	730,597	402,742	87,711
Mar. (5 wks.)	810,112	442,101	177,656
Apr.	567,878	286,974	201,476
May	481,936	278,156	204,065
June (5 wks.)	524,479	287,724	239,189
July	316,289	172,197	78,434
Aug.	603,760	299,939	145,460
Sept. (5 wks.)	770,085	529,427	147,355
Oct.	680,433	370,178	135,009
Nov.	560,197	457,151	127,316
Dec. (5 wks.)	449,787	514,428	103,931
TOTAL	7,214,787	4,402,938	1,741,564
	Auto	Clock	Total Radio
Jan.	447,667	189,592	1,093,142
Feb.	491,062	210,924	1,192,439
Mar. (5 wks.)	654,367	275,079	1,549,203
Apr.	483,092	198,394	1,158,936
May	497,379	129,391	1,108,991
June (5 wks.)	505,774	131,144	1,163,831
July	336,208	87,620	674,459
Aug.	376,937	169,301	991,637
Sept. (5 wks.)	357,326	182,417	1,216,525
Oct.	358,076	189,230	1,052,493
Nov.	309,962	171,356	1,065,785
Dec. (5 wks.)	365,084	117,672	1,101,115
TOTAL	5,182,934	2,041,120	13,368,556

The Southwest listens to WOAI!

To "sell" the magic market of the Southwest, "buy" WOAI of Texas. That's how to cover a bigger chunk of Texas. That's how to get people to listen to your sales messages west through New Mexico deep into Arizona . . . north into Oklahoma, Kansas and Colorado . . . east into Louisiana . . . and farther.

No combination of media can give you this great coverage at such economical cost.

WOAI



"The most powerful advertising influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC affiliate
represented by Edward Petry & Co., Inc.

'Lucy,' 'Howdy Doody' Top Pulse Tv Report

CBS-TV's *I Love Lucy* and NBC-TV's *Howdy Doody* were ranked in first place, respectively, in The Pulse's ratings of top 15 regularly-scheduled once-a-week shows and of top 10 regularly scheduled multi-weekly shows for the Dec. 1-7, 1953 period. Complete listings follow:

Top 15 Once-A-Week Shows

	Program Average Rating	
	Dec.	Nov.
I Love Lucy (CBS)	48.1	47.1
Dragnet (NBC)	42.7	40.9
You Bet Your Life (NBC)	38.4	37.9
Godfrey's Talent Scouts (CBS)	36.4	35.4
Jackie Gleason (CBS)	35.8	33.7
Milton Berle (NBC)	35.7	35.0
Godfrey and His Friends (CBS)	34.6	33.6
Burns and Allen (CBS)	30.8	30.8
Your Show of Shows (NBC)	29.7	28.4
Red Buttons (CBS)	29.5	30.0
Our Miss Brooks (CBS)	28.8	28.3
Fireside Theatre (NBC)	28.5	29.5
Ford Theatre (NBC)	27.8	26.8
T-Men In Action (NBC)	27.8	27.4
What's My Line? (CBS)	27.7	26.5

Top 10 Multi-Weekly Shows

	Program Average Rating	
	Dec.	Nov.
Howdy Doody (NBC)	15.1	14.5
Perry Como (CBS)	14.8	14.0
Dinah Shore (NBC)	13.5	13.5
Camel News Caravan (NBC)	13.4	12.8
Arthur Godfrey Time (CBS)	11.8	11.0
Eddie Fisher (NBC)	11.4	11.6
Search For Tomorrow (CBS)	11.1	9.5
Strike It Rich (CBS)	10.6	10.5
CBS-TV News (CBS)	10.2	9.5
Guiding Light (CBS)	9.5	9.3
Jane Froman (CBS)	9.5	9.8

Benny Rated Radio Leader During Dec. 20-26 by Nielsen

CBS Radio's Jack Benny held top spot in the National Nielsen Ratings of network radio shows during the week of Dec. 20-26, according to figures released last week. The list follows:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
	(Average for All Programs)	(1,835)
1	Jack Benny (CBS)	4,744
2	People Are Funny (CBS)	4,252
3	Amos 'n' Andy (CBS)	4,118
4	Our Miss Brooks (CBS)	3,670
5	Bing Crosby Show (CBS)	3,625
6	Mr. and Mrs. North (CBS)	3,580
7	My Little Margie (CBS)	3,312
8	Lux Radio Theatre (CBS)	3,178
9	You Bet Your Life (NBC)	3,088
10	Yours Truly, Johnny Dollar (CBS)	3,043
EVENING, MULTI-WEEKLY		
	(Average for All Programs)	(1,119)
1	News of the World (NBC)	1,969
2	One Man's Family (NBC)	1,969
3	Gabriel Heatter (American Home) (MBS)	1,880
WEEKDAY		
	(Average for All Programs)	(1,790)
1	Arthur Godfrey (Nabisco) (CBS)	3,267
2	Arthur Godfrey (Toni) (CBS)	3,088
3	Arthur Godfrey (Frigidaire) (CBS)	2,999
4	Arthur Godfrey (Pillsburg) (CBS)	2,954
5	Arthur Godfrey (Lever) (CBS)	2,909
6	Our Gal, Sunday (CBS)	2,820
7	This Is Nora Drake (Carter) (CBS)	2,820
8	Arthur Godfrey (Star Kist) (CBS)	2,775
9	Arthur Godfrey (Liggett & Myers) (CBS)	2,730
10	Romance of Helen Trent (CBS)	2,641
DAY, SUNDAY		
	(Average for All Programs)	(716)
1	N. Y. Philharmonic Symphony (CBS)	2,283
2	Old Fashioned Revival Hour (ABC)	1,253
3	Symphonette (CBS)	1,119
DAY, SATURDAY		
	(Average for All Programs)	(1,387)
1	Stars Over Hollywood (CBS)	2,238
2	Theatre of Today (CBS)	2,193
3	Blue-Grey Football Game (MBS)	2,148

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SRA'S ROLLINSON ASKS CLEARING HOUSE TO HANDLE SPOT BILLS FOR AGENCIES

Advertising Agency Financial Management Group is told that a central unit for national radio and tv spot business to speed ordering, billing, collections and disbursements, would cost no more than 0.5% of U. S. national spot sales expected this year and would take a big load off agencies.

PROPOSAL for the establishment of a clearing house for national spot business, to facilitate ordering, billing, collections and disbursements for all business placed by national advertisers on the country's radio and tv stations, was made Thursday by Reg Rollinson, director of advertiser relations of Station Representative Assn.

Speaking at a luncheon meeting of the Advertising Agency Financial Management Group, membership of which includes the treasurers and controllers of virtually all the top New York agencies, Mr. Rollinson said such a clearing house would do much to eliminate the heavy load of detail work involved in the saturation campaigns which are becoming more common in spot broadcasting.

Mr. Rollinson estimated that in the year ahead, national spot radio and tv time sales will exceed a quarter of a billion dollars, divided among approximately 1,500 radio stations and 400 tv stations. The cost of operating an industry-wide clearing house would amount to not more than one-half of one per cent of that sum, he estimated.

Considerable interest in the proposal was evinced by the agency financial executives group, it was reported, and plans were laid for the formation of a committee to conduct a complete survey to determine what kind of an organization would serve best to reduce paper work for the agencies and make their spot buying and billing easier. The committee also would investigate more thoroughly the matter of the cost of establishing and maintaining such an operation.

The need for some sort of simplification of handling spot business has increased alongside the recent increases and trends in the use of spot radio, Mr. Rollinson said, citing a recent order in the automotive field for use of 1,418 stations as an example of a growing tendency toward saturation campaigns in spot.

"There is a growing use of 'blast' campaigns, where advertisers for a short period use most of the stations in markets with high frequency announcements," he stated. "All of this is in addition to the growing use of spot broadcasting country-wide and the large number of 52-week campaigns. The individual billing for such large campaigns is somewhat more complicated in radio than it is in other media because of the necessity of affidavits, etc."

Why agency accounting departments would welcome a centralized billing and collection agency for their spot broadcasting activities—and why such a clearing house might encourage them to make more extensive use of spot for their clients—is shown by the experience of one major agency for one month—August, a light month campaign-wise.

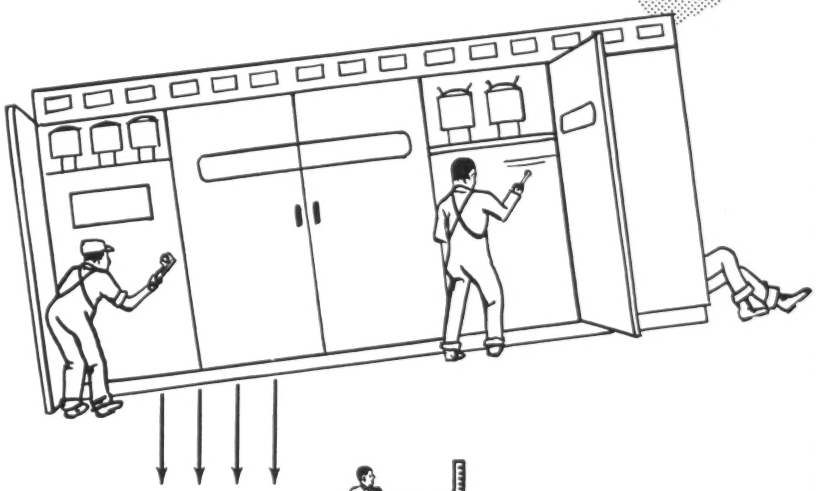
Confusion About Bills

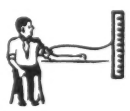
At the end of the month, in which time was used on 464 stations, bills were received from 456 of them, with eight not sending bills. Three of the eight got their bills in the following month, but the agency had to write the five other stations asking for bills to keep the records straight.

Of the 456 station bills received, 360 were paid within ten days without question and 96, or 21%, were questioned. "It took us 30 working days from day of receipt to clear up 76 of the 96 bills in question. Our survey was then cut off. We were then in the process of paying seven corrected bills and 13 were back in the

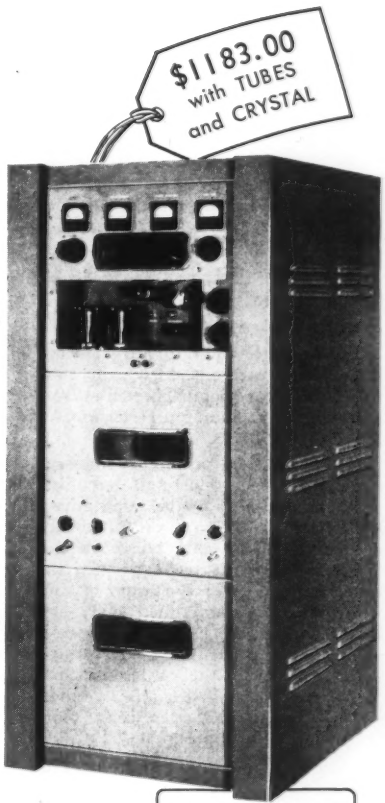
BOSTON members of the Radio-Television-Advertising Executives Club of New England greet Rodney Erickson (seated, center), Young & Rubicam radio-tv director, guest speaker at the Jan. 20 meeting. L to r: seated—C. Herb Masse, WBZ-TV Boston, club president; Mr. Erickson; Paul Provandie, club first vice president; standing—Clinton Crandall, radio-tv director, Harold Cabot Co.; Ralph Connors, radio-tv director, BBDO; George Perkins, WHDH Boston program director, and John Hurley, WNEB Worcester.

When *this* happens
and you're *off the air*





Keep your blood pressure down--Switch over to your GATES BCA-250 auxiliary transmitter



Extra--- Conelrad + your frequency add $100.00

Perhaps the most unpleasant announcement of all — dollar or prestige-wise, is "Due to technical difficulties beyond our control . . . etc., etc." Now, it costs so little to have "offage" protection with a Gates BCA-250 auxiliary transmitter that no station, regardless of power, can afford to be without this complete 250-watt standby transmitter. — If you want Conelrad as well as your frequency, add $100.00 to the above price tag. — Already, many broadcasters have paid the entire BCA-250 cost by staying on the air when old reliable failed. — See Page 33 of your Big green Gates catalog, or details gladly supplied.

GATES

GATES RADIO COMPANY QUINCY, ILL., U. S. A.

Manufacturing Engineers Since 1922

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street
Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St.
Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

hands of stations for corrections, still unanswered.

"The 96 bills in dispute caused 100 times the trouble of the 360 correct bills—endless letters, phone calls, explanations and arguments and many times the cost of handling, because clerks quickly handled the 360 while timebuyers had to argue and settle the cost of the disputed bills."

Whose fault was all this trouble? Of the 96 errors, the agency found itself in the wrong four times, the stations 92 times. "If this happens to August spot billings, what must it be in more active months when we run many times the number of spots?," the agency asked, commenting: "If anyone is looking for one cause of agency delays in payment, it will be found in this record."

Retail Use of Television Explored at Chicago Meet

Retail Advertising Conference hears talks on color tv, film and spots for retail selling.

WAYS of utilizing television to attract retail store customers were explored during the closing sessions of the second annual Retail Advertising Conference at the Sheraton Hotel in Chicago Jan. 23-24.

Robert B. Johnson, sales promotion manager of the Merchandise Mart, told retail executives that "it is the responsibility of the retail advertising manager to be in the forefront of revolutionary developments like color television and to be ready to use it advantageously when the time comes." He said color tv "could revolutionize our whole field" and urged study and experimentation.

Speakers included Budd Gore and Ralph Heineman, co-founders of the conference, and Clyde Bedell, retailing copy specialist. Conference theme was making retail advertising "more persuasive, productive and profitable."

Mr. Gore noted there are several fine film shows on the market for potential retail tv advertisers, and suggested they "buy spots like crazy, particularly at the start." He recommended that, "when tv comes to town," the retail advertiser embark on a huge cooperative effort with various civic groups.

An Indianapolis-Lafayette executive reported that 75% of the budget for his store goes into tv and that "sales have gone up leaps and bounds" by use of a five-minute home decorating show at a cost of $1,000 per month. But he claimed it is difficult to obtain data from stations on the type of market, and that "ratings mean nothing unless we know who we reach."

Nearly All Space Set For NARTB Exhibit

NARTB announced Friday it had allocated nearly all the space for heavy equipment exhibits during the annual convention to be held May 24-27 at the Palmer House, Chicago. In a letter to exhibitors, the association sent a layout of exhibition hall plans and other convention information.

No exhibitor will be allowed to display unless he is an associate member in good standing as of April 23, according to C. E. Arney Jr., NARTB secretary-treasurer and convention manager. This revives an old NAB custom. Exhibit arrangements are in charge of Arthur C. Stringer, exhibition manager.

Mr. Arney said an adequate supply of sample rooms for display of light equipment and services has been optioned.

BARTLEY CITES FCC ALLOCATION TASKS

Industry's bid for radio frequencies creates a 'difficult allocation problem,' Comr. Bartley tells Georgia Radio & Tv Institute. Other speakers featured at three-day session.

FCC faces "difficult allocation problems", in trying to meet a "phenomenal demand for radio in industrial uses," FCC Comr. Robert T. Bartley said Friday in an address to the Georgia Radio & Television Institute during its Thursday-Saturday seminar at Athens. The Institute is jointly sponsored by the Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia.

With progress made in cutting down the tv backlog, Comr. Bartley said, the Commission still faces the problem of adopting rules to stimulate fm (a favorite target of frequency-seeking industrial radio users). "We still have with us the mis-named daytime skywave rules," he said, terming them "transition interference." He mentioned the clear-channel problem and NARBA among other "loose ends."

The three-day session heard representatives of broadcast groups, consultants, station representatives and others, with John W. Jacobs, WDUN Gainesville, institute committee chairman, presiding.

Comr. Bartley discussed the role of broadcast media in contributing to world peace by keeping people informed. "Remove censorship from the totalitarian and his regime will crumble," he said.

Scoffs at 'Traffic Cop'

He scoffed at the "traffic cop" theory of radio regulation, citing the Supreme Court ruling in the chain broadcasting case as upholding FCC's control over composition of broadcast traffic.

Investment interests are showing new interest in broadcast media as channels become scarce, he said, warning of the dangers of investment manipulation. He said multiple ownership of stations is designed primarily to permit networks to have neccesary key stations and the rule must be made general because of legal complications.

Cost of line charges, especially in tv, "may well tend to drive more and more programs on-to film or tape," he said. He urged broadcasters to provide forum programs on public issues. He backed up this stand by reading provisions of the NARTB standards.

Ed Sellers, B•T southern sales manager, predicted the television industry will be "far along" in the transition to color by the end of 1954, with about 100,000 color sets in public hands. He said color will substantially increase transmitting equipment costs but in the end "advertisers are going to pay for it."

He predicted color "will come faster than some of the manufacturers are saying," snowballing once it gets under way.

Radio, too, faces an expanding future, Mr. Sellers said. He listed the annual B•T survey [B•T, Jan. 25] showing net time sales for 1953 were only a shade below a half-billion dollars. "If radio advertising volume can expand at such a rate in a year of tremendous television growth, it seems evident that the co-existence of radio and tv is assured," he said. "If radio continues to exert the imaginative selling effort that has been made in the past few years, it will continue to earn substantial rewards."

Victor C. Diehm, head of the Diehm station group in the Northeast, told the Thursday dinner that television is influencing radio by bringing about better coverage of local news and public events. He said it is up to the broadcaster to decide if a public service should be sponsored or sustaining. He urged stations to accept public service responsibilities, sell hard and combat rescession talk.

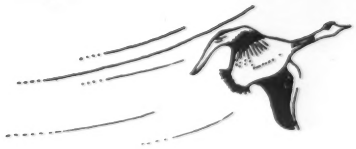
KEY FIGURES at Georgia Radio & Tv Institute, meeting at Athens, included (l to r): Victor C. Diehm, head of Diehm station group; John W. Jacobs Jr., WDUN Gainesville, institute committee chairman; Prof. John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia; John M. Outler Jr., WSB Atlanta; Morgan Beatty, NBC news analyst. FCC Comr. Robert T. Bartley was the featured speaker.

Morgan Beatty, NBC news analyst, urged broadcasters not to be "rip and read newsmen." Todd Storz KOWH Omaha, said his station recently had cut its news staff, using the money to buy remote equipment and three wire services plus starting a weekly news-tip contest with a $25 award to tipsters.

Mr. Storz said 40% of his station personnel make over $10,000 a year. "The audience is your product; develop it," he urged. At KOWH, he said, popular music is featured, without race or hillbilly numbers. Pitched to the housewife, the station will repeat hit tunes many times a day if requests justify. Personality shows have been developed, augmented by contests and gimmicks, according to Mr. Storz.

Ralph W. Hardy, NARTB government relations vice president, described the Politz study showing radio's firm hold on the public.

T. F. Flanagan, managing director of Sta-



Better than a honking goose

The plains used to be full of weather-beaten prognosticators who, by the snap of a twig or the way a clod crumbled, by the creak of an arthritic joint or the honk of a goose, by the haze around the setting sun or the timbre of a cock's crowing, would authoritatively translate assorted phenomena into "fair and warmer," or just plain "rain by midnight."

No more. WNAX-570 has replaced goose honks as a source of weather reports. Aired throughout the day, weather data are part of the service WNAX-570 renders Big Aggie Land, the five-state (Minn., the Dakotas, Nebr. and Iowa) area* with $3 billion in effective buying income and a habit of listening** to WNAX-570.

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* Radio homes: 631,930, per SAMS STUDY NO. 1

** Diary Study 5 gave WNAX-570 a 10 to 1 advantage over the second station in the area—top rating in 486½ (97.3%) of the 500 quarter-hour segments surveyed.

WNAX—570

Yankton-Sioux City

CBS

Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 31 farm-rich counties in Iowa, Nebr. and S. Dak. with 556,500 population, $653 million in '52 retail sales.

west virginia's
greatest
advertising medium

wchs

5000 on 580

the tierney
company

charleston
west virginia

cbs

tion Representatives Assn., urged networks to examine "their past pressures on stations" and thus "avoid an FCC network investigation and new governmental controls." He listed B•T's annual station income estimate showing radio network time sales off 12.7% last year while spot rose 16.9%.

He asked how networks can serve as representatives in view of the fact that national spot business of their 25 o&o stations dropped 3.4% in 1952 while total spot was rising a similar amount.

Fred Palmer, station consultant, spoke on ways of closing a sale. Mildred Collins, Morningstar Productions, New York, discussed radio-tv public relations and pressures made for free station time.

NARTB TO REVAMP D. C. OPERATIONS

President Harold Fellows to become board chairman April 1 as Judge Justin Miller retires. Other actions to come from combined boards sessions in Phoenix Jan. 21-23 include appointment of a radio vice president.

NARTB last week set about revamping its Washington headquarters operation in line with directives issued by the combined boards at the Jan. 21-23 meetings held at Phoenix, Ariz. [B•T, Jan. 25].

Major change will occur April 1 when President Harold E. Fellows assumes another post —chairman of the board. He succeeds Judge Justin Miller, who retires as board chairman but continues as legal consultant.

Plan Testimonial

A committee will be named soon by President Fellows to plan a testimonial dinner for Judge Miller in late March.

He will appoint several committees to carry out board directives. He also will name a vice president for radio, counterpart of the tv vice president. The association will spend $40,000 remodeling the headquarters building under the reorganization.

Among steps taken by the combined boards was endorsement of an FCC proposal to authorize multiplexing and simplexing on fm stations. This step was recommended by Ben Strouse, WWDC-FM Washington, reporting as Fm Committee chairman.

NARTB management will study possibility of long-range research showing effect on attendance of radio-tv broadcasts of sports events, with a report to be made at the board's June meeting. Research in the field is inadequate, the board was told by George J. Higgins, KMBC Kansas City, chairman of the Sports Committee.

Station managers have not paid enough attention to negotiations with sports promoters, leaving too much of the work to program and sports personnel, Mr. Higgins reported. He outlined sports problems facing broadcasters. They include high school bans on sports broadcasts, piracy of play-by-play, charging of high school and college fees, conflicts between sportscasters and newspaper reporters, and violation of release dates for sports stories.

A petition asking relief from FCC rules covering announcement of recordings will be filed soon under board order, according to Michael R. Hanna, WHCU-FM Ithaca, N. Y., chairman of a special committee.

Changes in the NARTB bylaws were proposed by a committee headed by E. K. Hartenbower, KCMO Kansas City. They cover language on referendum votes and board authority in promulgating tv code provisions.

Membership of NARTB totals 1,804, the board was told. This includes 1,122 am stations, 340 fm stations, two networks, 229 tv stations, four tv networks and 113 associates. The total a year ago was 1,625. Since a broadcast station has been authorized by FCC in Guam, the board included that island in District 15. WOI-TV was accepted as an active member. The associate membership designation "Promotion" was dropped, with applications to come under "Other Services." Consulting engineers will now be eligible as "subscribers" at $60 a year instead of being separately classified. Their status is the same as lawyers. Dues discounts were extended to associates.

XETV (TV) Refused

XETV (TV) Tijuana, Mexico, was refused associate membership on the ground it is licensed by a foreign nation and is not eligible merely because it has offices in the U. S. Accepted as associate members were Adler Communications Labs., New Rochelle, N. Y.; Paul Schafer Custom Engineering, Los Angeles, and Guild Film Co., New York.

New dues were approved for radio and tv station representatives, providing equitable charges where firms are corporately separated for radio and tv.

Name of the Public Events Committee was changed to Freedom of Information Committee, with Edgar Kobak, WTWA Thomson, Ga., continuing as chairman. The committee's proposals to combat attempts to keep radio and tv out of public record proceedings was approved.

Radio's 'Long Arm'

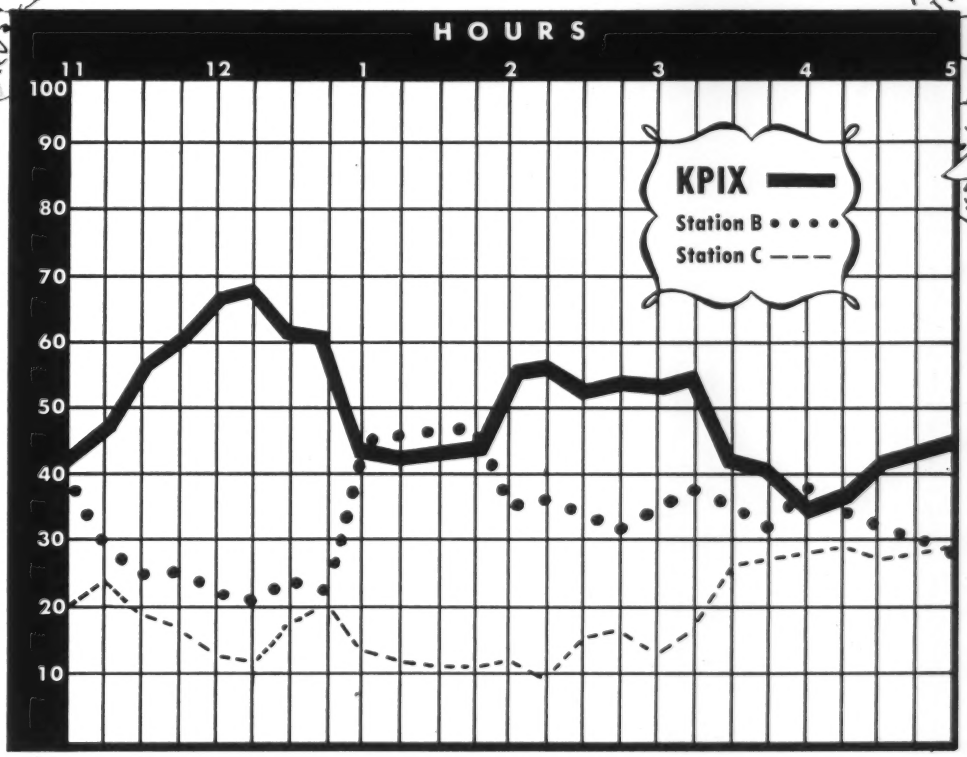
THE ROLE that radio played in building up a million-dollar furniture and appliance business in a Kansas village of 200 population is spotlighted in a new BAB report, "The Long Arm of Jones-Mack", distributed last week to BAB members.

The presentation quotes Levi Jones, president of the Jones-Mack Co. of Perry, Kan., as saying that "radio has built my business". Newspapers are dropping out of the picture insofar as the Jones-Mack Co. is concerned, Mr. Jones continues, because "rates are too high, and you can't get the coverage I have to have, and that I know radio gives me".

Radio accounts for 60% of the company's advertising, BAB's report points out, and has helped to draw customers from more than half the state of Kansas, plus parts of Missouri and Nebraska. One prime example of radio's drawing power cited in the presentation deals with the opening of the store, which was promoted exclusively on radio. Over one Saturday-Sunday period, according to the BAB report, about 5,000 people visited the store, representing a turn-out from five states.

ANYONE FOR CHARTS?

* **This one shows how KPIX is increasing its daytime lead in San Francisco TV**



* **Monday through Friday share of TV audience**

This chart is based on the December, 1953, Telepulse Report. The statistical-minded time buyer will find it an interesting study in superiority.

Talk it over with your Katzman . . .

CBS

kpix CHANNEL **5**

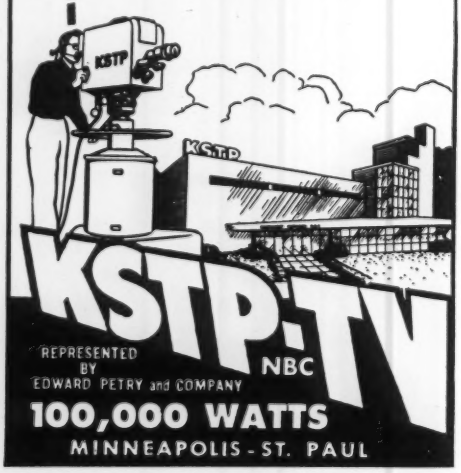
SAN FRANCISCO, CALIFORNIA

. . . affiliated with CBS and DuMont Television Networks

. . . represented by the Katz Agency

IN THE
Upper Midwest...

KSTP and KSTP-TV have the greatest and finest facilities of any Radio and Television station in the nation at its expanded Television City site where the Twin Cities meet.



REPRESENTED BY EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS - ST. PAUL

TRADE ASSNS.

'Revolution' in Radio Cited in Sweeney's Talks

SINCE the end of World War II, radio has gone through a "revolution that is changing greatly the techniques of radio advertising," Kevin Sweeney, BAB president, said Wednesday in a talk on "Revolution in Radio" to the Oregon Advertising Club in Portland.

Four significant changes in radio since 1946, Mr. Sweeney said, are: the vast expansion in the number of radios in homes and cars, making radio sets "America's fifth most widely distributed commodity"; the changeover from group listening to individual listening; the changed character of radio's customers, with local and regional advertisers increasing greatly, the sweeping changes in radio's means of attracting its audiences.

All four phases of the radio revolution are now going on, Mr. Sweeney said, with the fourth phase, which is "just beginning," bearing a close watch by advertisers and agencies. The growth of the disc jockey is chiefly a post-war phenomenon, he said, citing this as a good example of radio's changing audience-building technique. Some 80% of all families currently listen to "this purveyor of popular music each week, more families by far than read all consumer magazines combined," he said.

CBS' Art Linkletter To Emcee RTCA Dinner

ART LINKLETTER, of CBS' *People Are Funny* and *House Party* programs, will be m. c. for the Radio-Television Correspondents Assn. dinner for President Eisenhower in Washington Feb. 6, according to an announcement last week from CBS, which is putting the program together. Lester Gottlieb, CBS Radio vice president in charge of network programs, and Irving Mansfield are co-producers of the show. Entertainers, the announcement said, will include Julius LaRosa, Mary McCarty, Jane Froman, Phil Silvers, and Raymond Massey.

IRTN Supports Access Bill

INDIANA Radio-Television Newsmen held their semi-annual winter meeting in the studios of WIRE Indianapolis Jan. 24.

Twenty-eight newsmen attended and voted for the following: (1) To create a committee to gather data for a bill to be considered by the 1955 Indiana State Legislature permitting broadcasting newsmen to tape record and photograph public, executive and legislative hearings, (2) To create a committee to set up the basis for exchange of still pictures, newsreel clips, and tape among IRTN members, and (3) To hold the semi-annual spring meeting May 15 in Indianapolis, at a radio station not yet announced.

FCBA Dinner Feb. 13

ANNUAL dinner of the Federal Communications Bar Assn. will take place Feb. 13 at the Mayflower Hotel, Washington, John Steen, Westinghouse Broadcasting Co., chairman of banquet committee, announced last week. Originally scheduled for Jan. 22, banquet was postponed due to Washington snowstorm that day. Justin Lawrie Singers will entertain.

PROGRAM SERVICES

TNT, MET SIGN 3-YEAR CONTRACT

Metropolitan New York excluded from showings under contract for 1954 season.

THREE-YEAR contract was signed last week by the Metropolitan Opera Assn. and Theatre Network Television Inc. providing for closed circuit tv presentations of Metropolitan Opera opening nights to a national network of theatres, beginning with the 1954 season.

A joint announcement from TNT and the Association said the telecasts will be presented under the auspices of the Metropolitan Opera Guild for the benefit of the Association and a prominent local charity in each city where the telecast is shown. Under terms of the pact, the metropolitan New York area will be excluded from the closed circuit theatre network.

Nathan L. Halpern, president of TNT, said his organization has set a goal of 100 theatres to carry the telecast of the opening of the 1954 season, and noted that "nearly a quarter of a million people will be enabled to attend the Metropolitan opening."

Lewellen Settles Suit By Los Angeles Firm

OUT-of-court settlement was effected Tuesday in the $42,000 Los Angeles Superior Court damage suit against radio-tv "pitchman" Richard Lewellen, which was filed Dec. 29 by Maison de Carabel Ltd., Los Angeles cosmetics manufacturer.

The defendant, known for his spot "pitches" on behalf of Charles Antell products, was charged with violating a contract with the plaintiff under which his radio-tv services for cosmetics were exclusive. Under the settlement, this contract is canceled and the defendant agrees to make certain payments to complete purchase of his contract. The defendant also returned stock he held in the cosmetics firm.

The original legal action, filed by Hollywood attorney Gordon Levoy, followed the defendant's recent refusal to make further radio transcriptions for the plaintiff and his signing to emcee *Fast Money*, a scheduled Ralph Edwards tv package, option on which is held by the Hazel Bishop cosmetic firm.

Skelton Transcribes Aids To Promote Ziv Series

PROMOTIONAL aids are being transcribed by Red Skelton to help salesmen sell the new Frederic W. Ziv Co. daily, half-hour transcribed "open end" comedy series, *The Red Skelton Show*. The series is scheduled to begin March 1 on local stations.

Among the aids are a series of "teasers" to be used by local stations to heighten interest in the starting date of show on the station. Mr. Skelton also is preparing spot announcements to be used during station breaks after his program starts on the air. Alvin Unger, vice president in charge of sales for Ziv, said the series is enjoying "brisk sales."

RCA Thesaurus Signs Valli

SIGNING of singer June Valli to a RCA Recorded Program Service contract as an RCA Thesaurus artist was announced last week by Ben Selvin, artists and repertoire manager for the radio library service.

WOWO

FORT WAYNE

INDIANA'S *ONLY* FULL-TIME 50,000-WATT RADIO STATION

COVERS 20 ADDITIONAL COUNTIES

1,700,000 MORE PEOPLE

Here's *complete* coverage of 69 counties in one of the Midwest's richest farming areas. With a 5-fold increase in power, WOWO's new quarter-million-dollar transmitter now reaches 3,701,600 people — including those in Indianapolis, Ind., and Toledo, Ohio. This dominant coverage — with greater intensity and clarity than ever before — is yours for audience action. Another great example of Westinghouse's continuing faith in radio!

WESTINGHOUSE BROADCASTING COMPANY, Inc.
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ
National Representatives: Free & Peters

FCC ASKS $325 LICENSE FEE FOR AM, FM, TV OPERATORS

Commission issues notice of rule-making in line with Budget Bureau directive that agencies become partially self-supporting through the collection of fees. Comments due April 1.

A CHARGE of $325 for each broadcast station application was proposed by the FCC last week. The move was in line with orders from the President's director of the Budget Bureau that all Federal agencies must charge for services in order that they pay their way as far as possible [B•T, Nov. 9, 1953, et seq.].

The $325 fee proposal was contained in a notice of rule-making issued by the Commission. Comments on the suggested schedule of fees were requested by April 1, with replies to comments due 10 days later.

Comrs. Frieda B. Hennock and Robert T. Bartley issued separate opinions. Miss Hennock advocated a full and complete hearing on the ground that it might be shown that no broadcasting fee might be advisable and also that no differentiation is made in charges according to class of station or importance of the permit. Comr. Bartley suggested that a more equitable arrangement might be to relate the fee to the relative value of the permit to the recipient, with a reference to the applicant's rate card.

Schedule of Charges

The proposals list a schedule of charges for all licensing activities of the Commission—including broadcasting, safety and special radio services, common carrier, experimental, operator, ship inspection, etc.

Broadcast activities are divided into two categories: Major and minor applications.

Major applications cover all am, fm and tv filings, including (1) requests for construction permits, (2) modifications of permits or licenses for changes in power, location or mode of operation, (3) licenses for new stations or to cover a modification, (4) license renewals, (5) assignments or transfers of grants or licenses and (6) special service authorizations.

For each such application filed, the fee proposed is $325.

Minor applications cover auxiliary broadcast stations, international broadcast stations (except applications for initial new stations), and CPs, modifications and licenses for am, fm and tv stations other than those listed under major broadcast applications.

For each such application filed, the fee proposed is $50.

Other charges proposed were as follows: experimental services, $20; operator license, $3; amateur, $3; safety and special radio services, $10; ship inspection, $30; common carrier, $30 to $350; equipment type approval, $1,500.

Basis for the FCC's proposal lies in its attempt to make each activity pay for itself. The Commission determined, it said, that most of its activities are licensing activities. Excepted were the enforcement functions of the Field Engineering & Monitoring Bureau, and, to a limited extent, of the Broadcast and Safety & Special Radio Services bureaus. Also exempted, the Commission said, were the non-certification regulatory activities performed by the Common Carrier Bureau.

The Commission figured that 45% of its expenditures in the fiscal year ending June 30, 1954, deal with licensing activities. This amounts to an estimated $2.8 million of the FCC's overall $6.4 million appropriation for that year.

In figuring the fees for each function, the Commission said it attempted to make each activity pay its own way, and not have one function subsidized by another. Where functions of one office overlap with another office, the Commission allocated the cost of the office to the activity in which it primarily functions.

Cites Other Activities

As an example, the Commission cited the activities of the antenna survey and initial inspection section of the Field Engineering & Monitoring Division. These relate directly to broadcast stations, the Commission said, and therefore have been calculated in the expense of processing broadcast applications.

Expenses in running such Commission offices as commissioners, general counsel, chief engineer, Office of Opinions and Reviews, hearing examiners, etc., have been pro-rated among the operating bureaus according to calculations as to the amount of time spent on each type of work, the Commission said.

In the fiscal 1953 budget, the FCC's broadcasting activities were listed at $1 million. Charges attributable to broadcasting but performed by other bureaus or offices are estimated to amount to an additional $500,000, according to the best information available. This would make the sum which the Commission is hoping to recover for broadcast activities in the $1.5 million range.

In limiting the fees to broad, comparable classes of actions within each category, the Commission said it recognized that no accurate allocation of costs between the various subsidiary activities of licensing processes could be determined. The general grouping of related and similar licensing activities will aid both the Commission and the applicants, the Commission said.

This is the viewpoint with which Comr. Hennock took issue. Miss Hennock apparently felt that the Commission should have proposed subcategories, with varying fees, to meet different classes of stations, and different levels of importance.

The Commission proposed no direct fees regarding rule making, revocations, modifications or suspensions of operators' licenses initiated by itself. Nor did the Commission propose any fee for modification of licenses required by international treaty.

Commission said payment in full at the time of filing of an application would be required, and that it would refuse to accept any applications unless accompanied by the full fee. A cashier's office would be established in Washington, it said, where an application could be filed, the fee paid and the papers forwarded to the proper bureau or office.

Similar arrangements would be made at field offices, the Commission said.

Fee would have to be paid in legal U. S. tender, domestic or international postal money order or check payable to the FCC, according to the Commission proposal.

Biennial review of charges would be made and adjustments taken care of where necessary, the Commission said.

Under the terms of the Congressional act (Sec. 140. Title V, U. S. Code), all receipts from fees would be paid into the general fund of the U. S. Treasury.

Idea Not New

The idea of government agencies charging fees for services has been recurring in Congressional appropriations for the past few years. "Sense" of Congress that government agencies dealing in licenses, among other activities, should charge fees was expressed as early as the 1950 appropriation bills. This has been repeated in subsequent appropriation legislation.

The FCC at that time and on several occasions since indicated it did not feel that a charge should be levied against airwaves users. Aside from the fact that the Commission did not feel the collection of fees was feasible, it has also expressed the thought that the licensing activities of the Commission were set up in the public interest and not for the benefit of applicants.

It also was felt, the Commission has said, that the establishment of a fee system would give licensees the feeling that they were relieved of operating in the public interest and that they might even consider that they have a property right in their frequencies.

However, in November 1953, the Bureau of the Budget ordered all agencies engaged in services to establish a fee system. The directive

Tab for Stations

HOW MUCH will it cost a broadcaster if the FCC puts into effect the proposed schedule of changes published in its notice of rule making last week

At the proposed charge of $325 for each application in conjunction with a broadcast station, the minimum that an applicant would have to fork out would be $650—for the initial request for construction permit and for the application for license.

However, many grants are modified at least once, so another $325 should be included. That makes the total $975.

In a substantial number of instances, a license is modified at least once during the first three years of a station's operation. This means another $325.

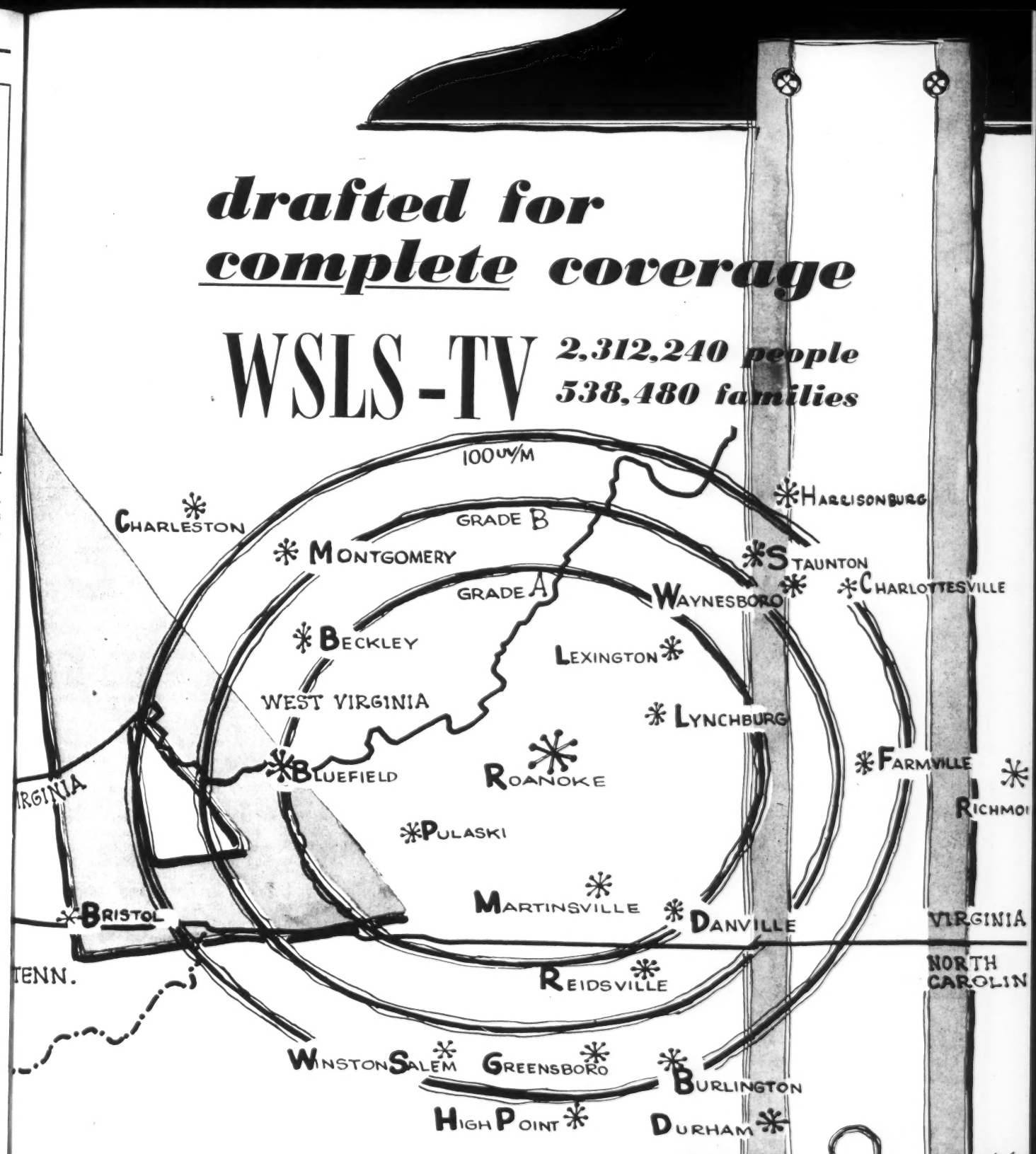
Total fees for a new station: $1,300.

And, not to be forgotten, it would cost another $325 each time a station applies for renewal of license, a matter that comes every three years.

Ike & Bob

THE White House has provided an office for Robert Montgomery, NBC tv producer, who will continue as unpaid radio-tv advisor to the President, Secretary James C. Hagerty told newsmen Thursday. Mr. Montgomery has been helping at Presidential broadcasts since the Christmas Eve program. Mr. Hagerty said the producer and the President have been acquainted since 1938.

MR. MONTGOMERY



CHANNEL 10
ROANOKE, VIRGINIA
SHENANDOAH LIFE STATIONS, INC.
WSLS AM-FM-TV
REPRESENTED NATIONALLY BY AVERY-KNODEL INC

set Feb. 1 as the deadline for proposing fees and asked that the schedule of charges be put into effect by May 1, 1954.

In a statement accompanying that directive, the Budget Bureau estimated that the government was giving away $50 million worth of services and recouping only $20 million.

FCC Makes 2 Grants, Finalizes Proposals

Grants go to Sharon, Pa., and Tyler, Tex. Proposed grants made final at Indianapolis, Chattanooga, Baton Rouge and Camden. Examiners proposed grants at Charleston, W. Va., and Elyria, Ohio.

THE FCC issued two tv grants—to Sharon, Pa., and Tyler, Tex.—and finalized four initial decisions last week.

At the same time, two initial decisions were issued by examiners proposing grants in Charleston, W. Va., and Elyria, Ohio.

Grants went to Leonard J. Shafitz, for uhf ch. 39 in Sharon, Pa., and to Lucille Ross Lansing (KGKB) for vhf ch. 7 in Tyler, Tex. (For details, see FCC Actions in FOR THE RECORD.)

Tierney Co. (WCHS) received an examiner's recommended approval for vhf ch. 8 in Charleston, W. Va., resulting from the withdrawal of Capital Television Inc., and an agreement to form WCHS-TV Inc., with $400,000 capitalization—to be 60% owned by Tierney Co., and 40% by stockholders of Capital (Sam G. Rahall, major stockholder).

Recommendation to grant Elyria-Lorain Broadcasting Co. (WEOL Elyria) uhf ch. 31 resulted from the withdrawal of the *Lorain Journal*.

AS PRELUDE to FCC's proposed grant of vhf ch. 8 in Charleston, W. Va., to The Tierney Co., former West Virginia Gov. Clarence W. Meadows signs the merger agreement under which The Tierney Co. and Capital Television Inc. merge to form WCHS-TV Inc. At right is Lewis C. Tierney, president of Tierney.

Among the initial decisions made final by the Commission last week was the vhf ch. 8 grant to WISH Indianapolis. This had been stayed after complaints were made regarding Crosley Broadcasting Corp.'s withdrawal for ch. 8 and subsequent refiling for vhf ch. 13 [B•T, Dec. 14, 7, 1953]. Also last week the FCC dismissed the petitions of WIBC, WIRE and Mid-West Television Corp., protesting the Crosley switch in frequencies. The Commission said Crosley had the legal right to withdraw from one contest and apply for another channel.

WDEF Chattanooga's proposed grant for vhf ch. 8 was made final by the Commission last week. This became possible when Southern Television Inc. and Tri-State Telecasting Corp. withdrew their competitive bids [B•T, Jan. 25, Dec. 21, 1953]. Target date for operation is April or May, station reported, contingent on delivery of equipment.

The Baton Rouge vhf ch. 2 final grant went to Louisiana Tv Broadcasting Corp., representing a merger of WJBO and WLCS. Grant was made possible by the withdrawal of Southern Tv Co. of Baton Rouge Inc., which was reimbursed in the amount of $11,500 for expenses [B•T, Dec. 28, 1953]. Target date for operation is September, station officials said.

Finalized also last week was the uhf ch. 17 grant to WKDN Camden, N. J., made possible by the withdrawal of WJMJ Philadelphia [B•T, Jan. 4].

Here Are Proposed Fees for Broadcasting

COMPLETE text of the proposed schedule of fees for broadcast services as announced in the FCC's notice of proposed rule making is as follows:

Proposed Schedule for Broadcast Services—It is proposed to divide all applications for authorizations in the broadcast services into two categories. For the first of these categories, involving major analysis and action by the Commission, a fee of three hundred twenty-five dollars ($325) would be charged. For all other applications in the broadcast services a fee of fifty dollars ($50) would be charged.

A. Major Broadcast Applications Fee $325
- **(1) Am, Fm and, Television Facilities—applications for:**
  - **(a) Construction permits for new stations.**
  - **(b) Modification of construction permits or modification of licenses involving any of the following types of action:**
    - **i. Change in station power**
    - **ii. Change in station frequency**
    - **iii. Change in station location**
    - **iv. Change in mode of operation (including any change in the antenna pattern or hours of operation)**
  - **(c) Licenses to cover new stations or modifications of construction permits listed under (b) above**
  - **(d) Renewals of licenses**
  - **(e) Assignment or transfer of permits or licenses**
  - **(f) Special Service Authorizations covered by Section 1.325 of the Commission's Rules.**
- **(2) International broadcast stations—applications for:**
  - **(a) Construction permits for new stations**

B. Minor Broadcast Applications Fee $50
- **(1) All applications relating to auxiliary broadcast stations (Part 4 of the Commission's rules)**
- **(2) All applications with respect to international broadcast stations, except applications for construction permits for new stations.**
- **(3) All applications for construction permits, or for modification of construction permits, or licenses for am, fm, and television stations other than those listed in "A" above.**
- **(4) Applications under Section 325 (b) of the Communications Act of 1934, as amended.**

Appeals Backs WSAL Edict; WGAL-TV Move Finalized

FOR the second time in six months, the U. S. Court of Appeals in Washington affirmed the right of the FCC to establish a national tv allocation of frequencies.

Reaffirming its decision of last year [B•T, Aug. 10, 1953], the court last week denied the appeal of WSAL Logansport, Ind., against assignment of vhf ch. 10 to Terre Haute instead of to Logansport.

"Commission may allocate channels among communities either by passing upon specific applications or by way of rule making," the court said. This was in answer to the contention that the FCC may act only upon an application for a frequency.

The previous case was that of Peoples Broadcasting Co. (WLAN), seeking ch. 8 in Lancaster, Pa. WLAN attacked the Commission's allocation plan, which deleted ch. 4 there, as illegal. In the Commission's final tv report on allocations, it ordered existing WGAL-TV to move from ch. 4 to ch. 8. This move was finalized only last week when WLAN withdrew its request for oral argument and the Commission dismissed its application and made final an examiner's initial decision in favor of WGAL-TV.

Early Comments Filed On Multiple Ownership

EARLY comments on the FCC's proposed revision of its multiple ownership rule to permit a single person or company to own two uhf tv stations in addition to five vhf stations [B•T, Dec. 28, 1953] urge that qualifications be placed on the markets in which the additional stations may be owned.

Allen B. DuMont Labs, favoring the amendment, suggested that no grants be made in excess of the five vhf for areas with only uhf channels. It also asked a policy be adopted to guard against monopoly.

The UHF Tv Assn. informed the Commission of 31 responses to a questionnaire sent to 115 uhf stations. Answers included the following reactions, the association reported: (1) Eighteen favored the proposed amendment; (2) seven suggested the present limit of five be maintained but that this include a proportion of uhf stations; (3) six favored permitting single ownership of more than seven stations, with varying proportions of vhf and uhf; (4) seven believed proposal would tend to encourage monopoly; (5) twenty believed the proposal would benefit uhf.

UHFTA also reported that by a vote of two to one uhf operators believed the extra uhf stations should be permitted only in intermixed markets.

Ohio Supreme Court Bans Radio, Tv From Courtrooms

RADIO and tv broadcasts were prohibited Friday from all Ohio courtrooms while court is in session in a ruling by the State Supreme Court.

There is no avenue of appeal, according to Chief Justice Carl V. Weygandt, who said court rules are final and the Legislature has no power to control the conduct of courts. Taking of photographs is banned by the court.

The new rule was one of 36 canons of judicial ethics proposed by the American and Ohio State Bar Assns. The state group had asked a picture ban in 1952 but the court itself added radio and tv. All courts of record, including municipal courts, are covered by the order.

The canon asking a photographic ban had said taking of pictures detracted from dignity, distracted witnesses and created misconceptions in the mind of the public.

NEWS makes NAMES on WFBR!

Yes, indeed! While the reverse is still true, it's a fact that WFBR's skillful news-handling is rapidly building the good names of our local and national news sponsors!

At WFBR in Baltimore, we know that hot news cools fast—and, like explosives, must be handled expertly—with a sure, deft touch.

Our full-time news director *works on nothing else but news.* Our handling of on-the-spot news has become a "buy-word" in Baltimore. Advertisers, fully aware of the commercial value of this kind of effort, are buying WFBR newscasts in increasing numbers.

We are now happy to announce the most comprehensive sponsorship of newscasts in WFBR history.

CURRENT WFBR NEWS ADVERTISERS

MOBILGAS — 24 *Newscasts Weekly*
ESSO — 24 *Newscasts Weekly*
ARROW OIL — 1 *Newscast Weekly*
BETHOLINE-SINCLAIR — 6 *Newscasts Weekly*
DAVIDSON TRANSFER & STORAGE CO. — 3 *Newscasts Weekly*
FIDELITY STORAGE CO. — 3 *Newscasts Weekly*
J. NORMAN GEIPE — 6 *Newscasts Weekly*
S. & N. KATZ — 3 *Newscasts Weekly*
SAVINGS BANK OF BALTIMORE — 6 *Newscasts Weekly*

PARTICIPATING SPONSORS

FORD MOTOR CO. — 14 *Participations Weekly*
MUSTEROLE — 5 *Participations Weekly*

WFBR

The station that has EVERYTHING!

5,000 WATTS IN BALTIMORE, MD.

ABC BASIC NETWORK • REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

LEE SAYS STATIONS NEED NOT FEAR; HE WON'T USE 'PRESSURE ON ANYONE'

With the Senate battle over, Comr. Lee is 'not mad at anybody.' Confirmation maintains clear Republican majority on FCC.

FOR COMR. ROBERT E. LEE the battle was over. He told B•T Tuesday he was happy that the Senate confirmed him for a full seven-year term on the FCC, "sorry so many Senators were against the nomination," but "I'm not mad at anybody."

A long-threatened, but not really expected, fight developed in the Senate Monday. Tempers crackled over the nomination. After the heated debate, a vote was taken, 58 for, 25 against.

Comr. Lee took the occasion in his conversation with B•T to enter his own vote, one of confidence in the free-enterprise radio-tv system. In his viewpoint, the regulatory FCC must be "in the driving seat but light on the reins."

Emphasizing that he has expressed himself as an advocate of a free-enterprise broadcast industry, Comr. Lee asserted that as long as broadcasters are "moderate" in their relations with the Commission, the agency ought to "leave them alone." Whenever the situation changes, "slug rather hard."

Answers Charges

In answer to charges brought up in committee and on the Senate floor that his presence on the Commission might create undue influence on stations, he declared:

"I have not and do not intend to use pressure on anyone. As long as broadcasters stay within the law they will have no trouble from me.

"I hope no station in any part of the U. S. feels even remotely that I would encourage it to carry a certain program as against another."

Comr. Lee is a Republican. With confirmation, he now receives the $15,000 annual salary that goes with his post. He also collects back pay to Oct. 6 when President Eisenhower gave him a recess appointment to the Commission. He was serving without pay until Senate approval. As Comr. Lee put it, "I'll be solvent by the end of the week."

Political lineup of FCC now remains four Republicans, Chairman Rosel H. Hyde, Comrs. John C. Doerfer, George E. Sterling, Lee; two Democrats, Comrs. Robert T. Bartley and Frieda B. Hennock, and one Independent, Comr. Edward M. Webster.

Strong opposition in the Senate was led by Democratic Sens. A. S. Mike Monroney (Okla.), J. William Fulbright (Ark.), Herbert H. Lehman (N. Y.) and Russell B. Long (La.).

Giving him vocal support were Republican Sens. John W. Bricker (Ohio), chairman of the Senate Interstate & Foreign Commerce Committee; Everett L. Dirksen (Ill.); Francis Case (S. D.) and Joseph R. McCarthy (Wis.).

SEN. MONRONEY

Sen. Monroney, emphasizing he was not questioning Comr. Lee's integrity, told the Senate he felt the nominee lacked background to be a fighter for freedom of speech and the right of dissent. This should be a prime qualification for membership on an agency which regulates television and radio, he said.

The Senator said: "No longer is freedom of the press the solitary means of preserving liberty. Important as it is, the vast nationwide resources of hundreds of broadcasting stations and tv stations now have as great an impact, or an even greater impact, on the public mind as the printed word."

Sen. Monroney declared "a strange silence has been hanging over this appointment . . . especially in the vast radio and television field . . . To my knowledge, only one large broadcasting company officially has spoken in behalf of this appointee. . . . For the most part . . . the industry that can receive a life or death decree at the hands of the Commission—has maintained stony silence."

He said the "strange silence" seemed to "run deep" even in the U. S. Senate.

He also mentioned the "intermingled" operations of newspaper with radio facilities which, he asserted are subject, "so far as their very existence and financial stability are concerned, on the life or death decisions which can be handed down by this Federal commission."

McCarthy Speaks

Sen. McCarthy took up Comr. Lee's defense. He said although he had "the highest possible opinion" of the Commissioner, he had "nothing to do" with his "friend" being nominated.

Sen. Monroney observed that major radio and tv networks gave Sen. McCarthy a half hour, worth $300,000 in time, to answer a reference to "McCarthyism" by former President Truman. He asked whether they would have done so if one of Sen. McCarthy's "best friends" had not been on the FCC.

SEN. BRICKER

Also defending Comr. Lee was Sen. Bricker, chairman of the Senate Commerce Committee which had approved the nomination. He praised him as "an able, straightforward and honest man" and said he thought Comr. Lee would do "a constructive job" on FCC.

Sen. Dirksen, speaking in Comr. Lee's behalf, accused Sen. Monroney of attacking the Commissioner through "guilt by association."

Sen. Monroney devoted some of his time on the *Facts and Forum* program, much of which was revealed in committee hearing. He introduced a series of articles appearing in the *Providence* (R. I.) *Journal* on the tax-exempt foundation financed largely by multi-millionaire H. L. Hunt, Dallas oilman.

Mr. Hunt Tuesday said he regretted the "valuable time" the Senate spent on "ridiculous charges" against Comr. Lee. In a statement, which he said was issued to "reply to charges made in the press" against him, Mr. Hunt asserted Comr. Lee's "long and valuable service as a key man in the FBI speaks for him.

"Robert E. Lee is definitely known as an effective anti-Communist and the foes of anti-communists have not yet discovered that they cannot discredit a patriot by merely sounding off against him."

Mr. Hunt, who holds a permit for a tv station at Corpus Christi, Tex., said he did not talk to the Commissioner about the station as "I believe him to be the kind of person one would not ask for a special favor and it is not my habit to request special favors from officials."

If the FCC were packed with men partial to one side, Sen. Monroney warned his colleagues, "regimentation and thought control would become a reality."

When Sen. McCarthy indicated that FBI Director J. Edgar Hoover would testify as to Comr. Lee's ability, Sen. Monroney answered, "I doubt whether it is good public policy to turn over our Federal communications to the ex-members of the FBI."

Sen. Monroney pointed up his feeling and that among broadcasters that a "practical" broadcaster should have been appointed to the FCC. He said that he was disappointed when John C. Doerfer was named to the Commission instead of a broadcaster and again when the Lee appointment was announced.

Dean Proposed

Sen. Case acknowledged he had proposed Robert J. Dean, KOTA Rapid City, S. D., for the Commission but that he was in favor of Comr. Lee's confirmation.

Reviewing at length Mr. Hunt's foundation and series of radio-tv programs, Sen. Monroney said: "The big fear, however, regarding such a mammoth propaganda device as this one—which is without any control over the slanting of so-called unbiased broadcasts—is that Mr. Hunt now has a friend on the court."

Also brought up by Sen. Monroney was the Whitefish Bay, Wis., ch. 6 dispute. He asserted that Hearst Radio's petition to relocate a vhf channel to the Milwaukee area, a shuffle

How They Voted

SENATE approval Monday of President Eisenhower's nomination of Robert E. Lee as a member of the FCC was voted 58-25. The tabulation:*

FOR CONFIRMATION

Republicans (40)

Barrett, Beall, Bennett, Bush, BUTLER (Md.), Butler (Neb.), Carlson, Case, Cooper, Cordon, Dirksen, DUFF, Dworshak, Ferguson, Goldwater, Griswold, Hendrickson, Hickenlooper, Ives, Jenner, Knowland, Kuchel, Malone, Martin, McCarthy, Millikin, Mundt, PAYNE, Potter, PURTELL, Saltonstall, SCHOEPPEL, Smith (N. J.), Thye, Upton, Watkins, Welker, Wiley, Williams, Young.

Democrats (18)

Clements, Daniel, Eastland, Ellender, Frear, Gillette, Hoey, Holland, HUNT, JOHNSON (Colo.), Lennon, MAGNUSON, McCarran, McClellan, Robertson, Russell, SMATHERS, Stennis.

AGAINST CONFIRMATION

Republicans (2)

Aiken, Smith (Me.).

Democrats (22)

Anderson, Douglas, Fulbright, Gore, Green, Hayden, Hennings, Hill, Humphrey, Jackson, Johnston, Kefauver, Kennedy, Kilgore, Lehman, Long, Mansfield, MONRONEY, Murray, PASTORE, Sparkman, Symington.

Independent (1)

Morse.

The following pairs were announced: Kerr, Democrat, for and Neely, Democrat, against; Bridges, Republican, for, and Flanders, Republican, against.

* Senators in CAPITAL letters hold membership on the Senate Interstate & Foreign Commerce Committee.

YOU MIGHT CATCH A 247-LB. TARPON—*

BUT . . . YOU NEED WKZO-TV FOR BEST TELEVISION RESULTS IN WESTERN MICHIGAN!

WKZO-TV AREA PULSE
(27 COUNTIES)
SHARE OF AUDIENCE—MON.-FRI.—APRIL, 1953

	8 a.m.-12 noon	12 noon-6 p.m.	6 p.m.-12 midnight
WKZO-TV	62% (a)	52%	52% (a)
STATION "B"	26%	25%	25% (a)
OTHERS	12%	23%	23%

(a) Does not telecast for complete period and the share of audience is unadjusted for this situation.

Latest Pulse figures show that WKZO-TV gets more than twice as many Western Michigan and Northern Indiana viewers as the next station, *morning, afternoon and night!*

Latest Hooper figures show that WKZO-TV dominates the area around Kalamazoo-Grand Rapids, too—actually delivers 55% more evening viewers than the next station, twice as many morning viewers, *four times as many afternoon viewers!*

WKZO-TV is looked-at, listened-to most in over 315,000 television homes.

(80,000 WATTS VIDEO—40,000 AUDIO)

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

** In March, 1938, H. W. Sedgwick caught a tarpon this size in Mexico's Panuco River.*

forthwith promulgated by FCC with unusual speed, apparently coincided with Comr. Lee's appointment last October.

Sen. Dirksen's arguments chiefly can be summarized as follows:

Comr. Lee need not be an advocate of the radio industry. It would be preferable for Comr. Lee to present his own testimony than to have testimony of NBC, CBS "or any radio or television station in the U. S. as an advocate for his cause. . . ."

Why the stress on *Facts and Forum*? [Comr. Lee was moderator of the program the first three times it appeared on the air.] Because Senators appear on *Meet the Press* does this have a similar bearing on one's "capacity to serve on a quasi-judicial body or regulatory agency . . .?"

On Whitefish Bay—Bob Lee is not the whole FCC. "This is not a one man show."

Comr. Lee is 42, a native of Chicago. A former FBI agent, he served as an investigator for the House Appropriations Committee. [For other background see B•T, Jan. 18].

Bricker Bill Would 'Clarify' Protest Rule

Change in Sec. 309 (c) sought by FCC to speed up tv and radio grants. Wolverton expected to offer companion bill in House.

CHAIRMAN JOHN W. BRICKER (R-Ohio) of the Senate Interstate & Foreign Commerce Committee introduced Thursday a Senate bill that would clarify the so-called "protest rule" provision (Sec. 309 [c] of the Communications Act).

The bill (S 2853), which was referred to the Senator's committee, was offered at FCC's request.

The "request" was made by FCC earlier in the week. The FCC asked Congress for the legislation on the protest rule provision so that the granting of permits for some tv and radio stations may be speeded up [CLOSED CIRCUIT, Jan. 25].

A letter, accompanied by the draft of its proposed bill, was sent to both the Senate and House.

FCC said that if it were permitted in certain cases to overrule protests against station grants it would prevent delay in affirming grants.

The proposal also has been turned over to House Interstate & Foreign Commerce Committee Chairman Charles W. Wolverton (R-N. J.). It is presumed Rep. Wolverton will introduce the measure "by request."

Effect of the bill would be that the stay of a protested grant would not be automatic and the hearing on charges required by the Act could be a paper proceeding instead of an oral case.

As it now stands, after an applicant is granted a construction permit without hearing, there is a 30-day lag before the grant becomes final. Any "party in interest" can protest the grant setting forth reasons why it would be adversely affected.

The 15-Day Must

Within 15 days from the date of protest filing the Commission must consider whether the protest fits the requirements as set forth by the protestant. If the FCC so finds, the hearing must be called.

FCC Chairman Rosel H. Hyde, who signed the letter, noted that the protest rule has resulted in "substantial delays" in some tv or radio stations getting on the air.

The bill would give the FCC 30 days rather than 15 days in which to give findings on the protest rule, an extension of time sought by the Commission in House-passed legislation now bottled up in the Senate.

The legislation would permit FCC to either affirm the grant or designate the application for hearing after a protest is filed. The filing of a protest would not stay the effective date of a grant unless FCC expressly ordered this.

For text of letter and bill see page 97 in FOR THE RECORD.

SEATON CONFIRMED; OTHER HILL ACTIONS

THE SENATE last week confirmed two nominations of interest to broadcasters, and some bills worthy of incidental attention were introduced. Here is a summary of these and other Capitol Hill actions:

Fred A. Seaton, a recess appointee, was approved Monday as Assistant Secretary of Defense for legislative and public affairs. President Eisenhower appointed him last fall [B•T, Sept. 7, 1953]. Mr. Seaton is president of KHAS Hastings and KMAN Manhattan, both Kansas, and vice president of KGGF Coffeyville, Neb.

MR. SEATON

Abbot M. Washburn was confirmed as deputy director of the U. S. Information Agency.

Rep. Charles J. Kersten (R-Wis.) has introduced a bill (HR 7187) that would give the department or agency head within the Executive Branch of Government the right to fire any employe making more than $10,000 a year. It was referred to the House Civil Service Committee.

Rep. George H. Bender (R-Ohio) has introduced a bill in the House that would end war tax rates on communications and transportation. The measure (HR-7104), referred to the House Ways and Means Committee, would cut away tax rates established during the war on telegraph, telephone, radio and cable facilities.

Tax writers on the House Ways & Means Committee, which is overhauling the tax laws, have approved a plan to assure government collection of a full share of taxes on prizes awarded in contests and on radio and tv giveaway programs.

VOA 'Anti-American' Content

Sen. Joseph R. McCarthy's (R-Wis.) Investigations Subcommittee has not yet announced when Theodore C. Streibert, director of the U. S. Information Agency, will appear before it for questioning. Sen. McCarthy's group has charged an "anti-American content" in some Voice of America broadcasts.

Sen. McCarthy has not yet called Brig. Gen. Telford Taylor, an attorney and former educational tv counselor and one-time FCC General Counsel to appear before the subcommittee. The feud between the two has become bitter. The Senator claims the subcommittee will develop Gen. Taylor's "associations with communists and communist cause" when the latter appears, while Gen. Taylor says a thorough probe of charges of a spy ring at Ft. Monmouth, N. J., would "destroy" the Senator and that the Republican Party will be destroyed "if it persists in clinging to McCarthy."

The Senate Wednesday approved an extension of time for the Senate committee investigating juvenile delinquency. The group now has until Jan. 31, 1955. At the same time, the Senate Interstate & Foreign Commerce Committee was given funds ($115,000) to continue studies in the transportation, maritime and also communications fields which it handles.

Rep. Craig Hosmer (R-Calif.) introduced in the *Congressional Record* an article printed in the *Los Angeles Times* which lauded John Poole, KBIG Avalon, Calif. The article concluded, "The John Poole broadcasting story is another American miracle of dynamic expansion." Said Rep. Hosmer: "It is another example of the opportunity that exists for all Americans to compete successfully in a free-enterprise economic system."

MR. POOLE

Another California legislator, Rep. John F. Shelley (D), criticized in the *Record*, ABC's cancellation of its contract with commentator Gerald W. Johnson (WAAM [TV] Baltimore). He reprinted a column by John Crosby of the New York *Herald Tribune* on the subject, noting "a man can be yanked off the air" unless what is said "conforms to the accepted conservative viewpoint."

Johnson Budget Measure Would Cut FCC $300,000

SEN. EDWIN C. JOHNSON (D-Colo.) last week proposed that a budget ceiling of $64 billion be placed on government operations for fiscal 1955.

As suggested by the Senator, who introduced a bill (S 2825) that would carry forth his plan, each government agency or department would be allocated a percentage of the total. The percentages would conform to Budget Bureau recommendation.

In working out the current budget request, Sen. Johnson presented a table in percentages and in figures. FCC, under such a plan, would receive nearly $300,000 less than it has asked. FCC wants $7,649,300 to operate while the Johnson proposal would allow .0115% of the whole government budget, or $7,375,360.

Sen. Johnson said the Budget Bureau would not control budgeting under this system for the Independent Offices such as the FCC, however, because they are "arms of Congress." When an agency must be given a greater allocation than recommended in a percentage breakdown, Sen. Johnson suggested the money come out of percentages alloted to other agencies.

Net effect of the Johnson proposal would be to bring Government budgetary matters under omnibus legislation considered as a whole by Congress rather than piecemeal.

Music is Big Business in Nashville . . . and WSM has made it so.

Where is Music City, U. S. A. today?

In the 20s—it was New York, pouring out Broadway tunes.
In the 30s—it was Hollywood, grinding out cinema musicals.
In the 40s—it was neck-and-neck between New York and Hollywood as the twin music capitals of America.

But today, the musical center of gravity has shifted to Nashville, Tennessee—the modern Music City, U. S. A.—thanks to Station WSM's formidable, unequaled talent pool.

You needn't take our word for it; we admit to a flair for colorful tall tales. So we'll spare you the typical Tin Pan Valley exaggeration, and refer you instead to a few conservative, highly respected journals whose reputation for impaling stark facts is unquestioned.

Farm and Ranch . . . . "It is a well known fact that the balance of power in the present day music industry has shifted from New York and Hollywood to Nashville, Tenn."

Nation's Business . . . . "What brought this music into great popularity nationally, and now internationally, was . . . Station WSM. It's country music glamour boys are as big—sometimes bigger—in record sales and juke box popularity as Bing Crosby or Frank Sinatra . . . "

Collier's . . . . . "Nashville is the focal point . . . For years this form of show business flourished apart from the Hollywood-New York axis, but recently the balance has been suddenly and violently disrupted. The Nashville muse has won the entire nation . . . if the rest of the radio industry is in the doldrums, WSM has more business than it can handle . . .

Pathfinder . . . . . "Not all the gold in the South is in the vaults at Fort Knox. A sizeable chunk of it is found in Radio Station WSM, Nashville, Tennessee, capital of folk music . . . The reason is Grand Ole Opry, owned outright by WSM, the showcase of American folk music . . . All the major record companies do a land-office business in Nashville."

Coronet . . . . . "Events occurring today in Nashville comprise a sociological phenomenon. 'Will it ever stop growing?' the newly-rich song publishers, record firms and performers keep asking."

American . . . . . "This year income (is) prophesied to reach $35 million. The top country singers, expected to gross at least $7,500,000 from records, personal appearances, radio, and sheet music sales . . . give thanks to Radio Station WSM, a powerful clear-channeler which blankets 30 odd states."

New York Times Magazine "There's a revolution brewing in the music business . . . (and) the center of this activity is Nashville, home of the fabulous radio program called Grand Ole Opry."

[Similar reports have appeared in Time, Look, Billboard, Variety, Redbook, Wall Street Journal, Newsweek, Saturday Evening Post, and many other publications.]

JUSTICE DEPT. SEEKS ONLY 'HARD CORE' ANTI-TRUST VIOLATORS, BROWNELL AVERS

Meanwhile, 'fishing expedition' into broadcasters' and other media's way of doing business continues.

WHILE the Dept. of Justice is conducting a fishing expedition into the way broadcasters and other media do business with advertisers, Attorney General Herbert Brownell Jr. is on the record as confining "criminal anti-trust prosecutions to outright, hard core violations of the law."

NARTB and Justice Dept. anti-trust investigators have established contact following the visit of two FBI agents at NARTB headquarters Jan. 15 [B•T, Jan. 18]. This visit occurred during the NARTB board meeting in Arizona so the agents agreed to defer action until President Harold E. Fellows was back in Washington.

Thus far the Justice Dept. has refused to give a bill of particulars indicating just what sort of business practices it wants to investigate in its search for potential anti-trust violations [B•T, Jan. 25].

Assistant Attorney General Stanley N. Barnes, in charge of the Anti-Trust Division, said Thursday that law-abiding business "should not fear the strong arm of justice." He added that the law was not designed "to place restrictions upon industry, not to impose regulations upon economic initiative."

Mr. Barnes and Attorney General Brownell spoke before the American Bar Assn. meeting in New York. Of 10 criminal anti-trust actions, he said, all but one dealt with price-fixing, allocation of territory or customers and boycotts.

While NARTB thus far has indicated it will readily cooperate with FBI investigators who want to check over files, American Newspaper Publishers Assn. confirmed to B•T that in the absence of a direct court order it could not open files prior to the ANPA Feb. 9 board meeting.

ANPA confirmed that it had told the Justice Dept. the Federal Trade Commission spent many years probing ANPA practices, dropping them in 1930, and these practices have not changed materially since that time. The Justice Dept. was understood to have told ANPA it wanted to look into commission fees, determination of newspaper advertising rates and agency recognition.

NARTB has no agency recognition procedure, having consistently declined to adopt any such plan after investigating legal angles.

The ANPA recognition procedure covers finanical condition, agency management, location and liquid capital besides providing the agency must be bona fide and not a disguise.

250,000 WATTS

WILK-TV

Affiliated with ABC and DUMONT NETWORKS

WILKES-BARRE AND SCRANTON

COVERS ALL NORTHEASTERN PENNSYLVANIA

* Wilkes Barre Metropolitan Area is 48th in the U.S.A.—Population 392,400

* Scranton Metropolitan Area is 74th in the U.S.A.—Population 256,000

* Together, they make the 24th market in the U.S.A.—Wilkes Barre — Hazleton — Scranton *All* receiving city coverage from WILK-TV.

IT IS YOUR BEST ONE-STATION BUY!

WILK-TV DELIVERS THE DOMINANT SIGNAL IN THE AREA.

Here is what the most recent test by John Creutz of Page, Creutz, Garrison and Waldschmitt, Consulting Engineers of Washington reveals:

"WILK-TV is clearly the dominant station throughout most of the area from Bloomsburg to Carbondale. This is true even over much of the city of Scranton. Throughout the area in which WILK-TV is *not* dominant, excellent reception is possible on the simplest of outside antennas, and appears to be possible even in Scranton on an antenna built into the television receiver."

FOR ALL THE FACTS

CALL

AVERY-KNODEL, Inc.

• New York • Chicago • Los Angeles • San Francisco • Atlanta • Dallas

TALL TV TOWERS DRAW NEW STUDY

ANOTHER look at the marking and lighting of tall tv towers with particular reference to guyed towers and their guy wires is underway.

The Airdromes, Air Routes & Ground Aids subcommittee of the Air Co-ordinating Committee voted last week to establish a working group to study the question and to recommend methods of marking and lighting towers and guy wires if it is found necessary to revise present regulations [B•T, Jan. 18, 11].

Working group will contain representatives of the broadcast industry, AARGA Chairman Joseph D. Blatt, CAA, said.

During the discussion on the subject, C. A. Douglas, Bureau of Standards, described a system of daytime and night lights which might be used to delineate tower areas. He suggested four beacons at the base of the tower, or at the guy anchors, capable of 100,000 candlepower each, which could be seen in daylight at a distance of two miles under optimum conditions. Beacon would be a 40 flash-per-minute, red and white rotating unit, with a 10-degree vertical spread at the top of its 1,000-ft. beam. Lights would draw 2 kw of power each, he said.

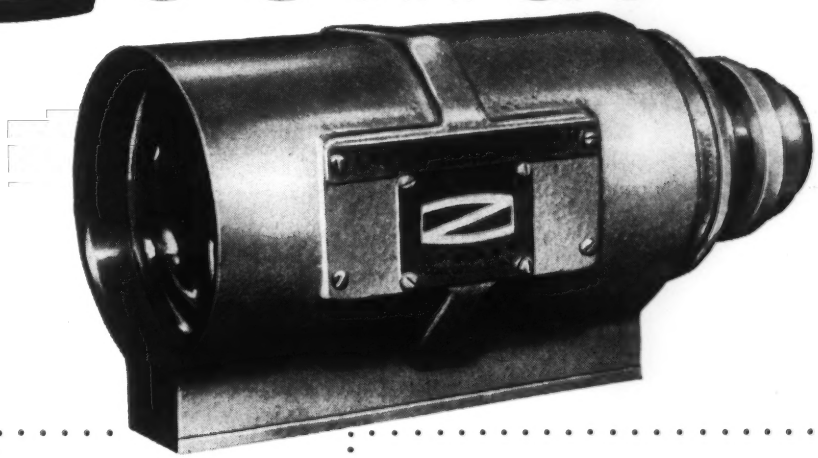
There seemed to be general agreement that the use of spheres, flags, or illumination to mark guy wires was not feasible.

It was reported that Airspace subcommittees had approved 70 tv towers with heights in excess of 1,000-ft. above ground.

Meanwhile, the FCC ordered an "editorial" change to Sec. 17.22 (c) of its rules regarding marking and lighting of towers giving it authority to specify type of painting and lighting and other marking to be used in situations where standard painting and lighting might be confusing rather than helpful to pilots.

What Station Managers and Chief Engineers say about —

THE NEW STUDIO Zoomar



R. D. CHIPP, P. E., *Dir. of Engineering,* DuMONT Television Network

"We have used the Studio Zoomar at WABD with good results on a number of programs. It is in demand by producers, directors, and clients. We plan one for the new Gateway Studios in Pittsburgh. Its use minimizes camera movement and lens changes, with a resulting increase in flexibility of studio operations. A corresponding reduction in operational cost is possible."

DWIGHT "RED" HARKINS, *Station Manager,* KTYL, Phoenix, Ariz.

"Studio Zoomar has made possible production techniques and savings hitherto impossible. We use it on all live shows. Its versatility is unending. It saves time required for each set-up, whether it be a title card or a large set. Its instant ability to align correctly is a life-saver."

ROBERT J. SINNETT, *Chief Engineer,* WHBF, Rock Island, Ill.—Davenport, Ia.

"Studio Zoomar gives us better programming and materially reduces our operating costs. It cuts out a myriad of details associated with the old technique. It means a one camera studio and a one camera show."

"Studio Zoomar imparts a certain enchantment and natural quality to the picture that simply cannot be duplicated in standard single lens multi-camera technique.

BERNARD C. O'BRIEN, *Chief Engineer,* WHEC, Rochester, N. Y.

"We can assure you that the new Studio Zoomar lens is working perfectly. We are using it to produce single-camera shows and have had wonderful success with it. We wouldn't be without one of these lenses for anything."

JOHN C. MERINO, *Manager,* KFSD-TV, San Diego, Cal.

"The new Studio Zoomar operates perfectly with three other lenses on the turret. At last it's possible to have the flexibility of a multiple lens arrangement, without switching to another camera. Studio Zoomar makes the one-camera show a reality."

ROBERTO KENNY, E. XEW-TV, Mexico City

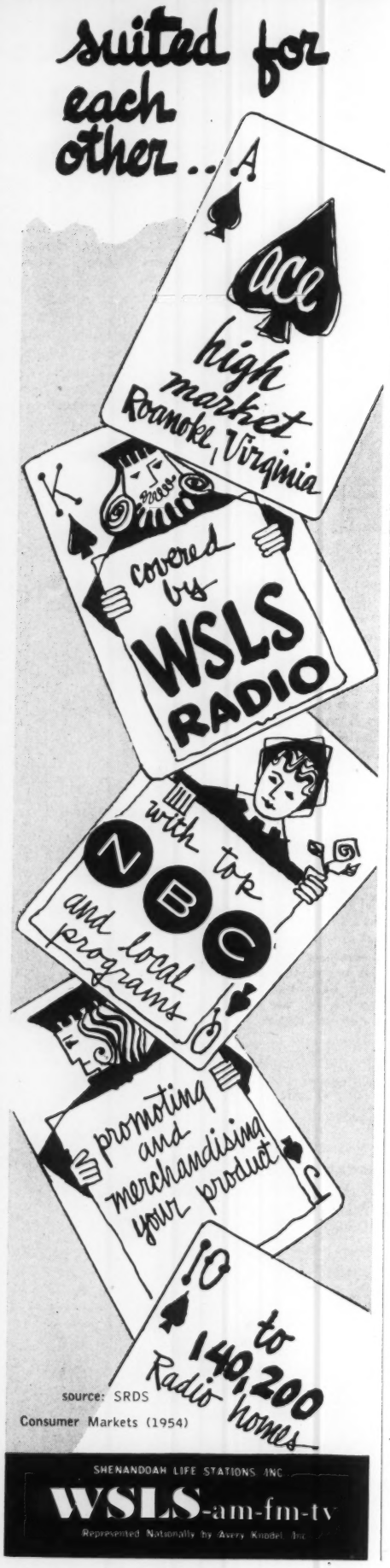
"Studio Zoomar lens works perfectly in daily operations. Our producers like this new Zoomar very much. Congratulations!"

STUDIO ZOOMAR is made by the makers of Television Zoomar, now used by most major TV stations. It is fast (f/2.8), optically balanced, color corrected, and recommended for all color cameras including RCA. Weight, 6 pounds, length, 1 foot, zoom range, 2¼ to 7 inches. Because of the many economies this new lens makes possible, it should pay for itself in short order.

Demonstration on your own equipment without obligation. Write — Wire or Call

TELEVISION ZOOMAR CORP.

500 Fifth Avenue, New York 18, N. Y. • Jack A. Pegler, President



WEEK'S HEARINGS BRING 'BIAS' CHARGE

'Mansfield Journal' charges FCC attorney with bias and antagonism in Mansfield, Ohio, ch. 36 hearing.

CHARGES of bias against an FCC attorney highlighted a week of tv hearings last week involving channels in Ohio, Iowa, Georgia, Connecticut, Virginia and Florida.

Still in the conference stage, the Mansfield, Ohio, uhf ch. 36 hearing saw the *Mansfield Journal* charge that Commission counsel David L. Kraushaar was "biased, antagonistic and prejudicial." The newspaper took the rare step of asking that he be replaced. FCC's Broadcast Bureau termed the allegations, "sham, frivolous and scandalous." It claimed the charges were designed to "obfuscate the real issues," and said Mr. Kraushaar had "comported himself in a wholly objective manner." Opposing the *Mansfield Journal* is Fergum Theatres Inc.

Attempts to inject allegations of political pressure and financial inducements to have an applicant withdraw were denied by a hearing examiner in the Des Moines, Iowa, vhf ch. 8 hearing. Benito Gaguine, attorney for applicant KSO, tried to enter into the record through witness Kingsley H. Murphy Jr., president of KSO, that Cowles Broadcasting Co. officials used references to the White House as well as offers of individual agreements to persuade him to dismiss his application. The charges were similar to those made by Mr. Gaguine during his cross examination of Gardner Cowles [B•T, Dec. 28, 1953].

Legal Briefs Filed

Extensive legal briefs were filed last week on the meaning of Sec. 319 of the Communications Act which forbids licenses to be issued where construction has begun before the grant of a construction permit. Case involves Savannah, Ga., vhf ch. 3, with WSAV and WJIV that city opposing each other. WJIV and the FCC's Broadcast Bureau claim WSAV has begun construction within the meaning of the provision; WSAV, in an extensive legal review of the history of the provision, maintained it has not.

Testimony began last week in the Hartford, Conn., vhf ch. 3 hearing, with Paul Morency, WTIC Hartford vice president-general manager, on the stand most of the week. The rival Hartford Telecasting Co., which is attempting to persuade the Commission to permit it to take depositions from executives of WTIC's parent company Travelers Life Insurance Co., last week persuaded Examiner Fanney Litvin to issue a subpoena for the minutes of the WTIC board going back to 1928.

Petersburg Issue

Approved by the hearing examiner was a new issue in the Petersburg, Va., vhf ch. 8 case on whether Petersburg Television Corp., 45% owned by WLEE Richmond, Va., would overreach the Petersburg market and cover Richmond as well. Point was raised by Southside Virginia Telecasting Corp., mainly owned by WSSV Petersburg interests.

In exceptions to an examiner's initial decision favoring WDAE-*Tampa Times* for Tampa, Fla., vhf ch. 13, the Broadcast Bureau raised the question of diversification of the media of communications as a barrier to the recommended grant.

FCC May Ease Uhf Operator's Burdens

HELP for uhf television operators who fear for their future may be on the way from the FCC if the comments of FCC Comr. George E. Sterling in a speech last week before the Broadcast Group of the Boston IRE chapter are any indication.

Comr. Sterling said the Commission should, and might, ease the uhf broadcasters' burdens by:

(1) Granting extensions of construction permits, particularly where high powered transmitters cannot be delivered immediately.

(2) Suspend authorizations permitting uhf stations to begin operating with 1 kw transmitters.

(3) Permit beam tilting and directionalizing of antennas to increase coverage.

(4) Permit the construction of satellite or booster stations to increase coverage.

(5) Require proof of performance of transmitters, rather than rely on factory-tested performance.

But, Comr. Sterling said, much can be accomplished through programming. He held that local programming might be "the key to success."

The necessity for high power was emphasized by Mr. Sterling. He placed some of the blame for the "black eye" uhf has gotten in some instances on "overzealous broadcasters hell-bent on getting on the air before the 'bugs' were out of their transmitting equipment and receivers."

High powered 50 kw uhf transmitters can be expected late in 1955 or early in 1956, Mr. Sterling said manufacturers have told him. Now, a 12 kw transmitter is the highest in power, although most uhf stations are operating with 1 kw, he said.

In discussing uhf receivers, Mr. Sterling called for the development of tubes capable of meeting the requirements of operation as oscillators and uhf amplifiers.

Mr. Sterling deprecated the idea that uhf was "small town television." Uhf channels are requested, or have been granted, in 237 cities, he reported. In 125 of these cities, there will only be uhf, he pointed out. Except for Boston, Massachusetts will have only uhf; except for Newark, New Jersey will have only uhf; in New York State, 48 out of 60 channels are uhf; in Pennsylvania, 48 out of '58 assignments are uhf.

Censorship on Local Level Is Urged by Doerfer

LOCAL determination of censorship and of the problem of putting political candidates on the air was suggested by FCC Comr. John C. Doerfer in a speech to the Milwaukee Executives Club last week.

In discussing censorship, Mr. Doerfer emphasized that the FCC has no control over program content. He referred to license renewals as the only method by which the Commission can check the public interest operations of a station. "What a reasonable minded man would conclude is not in the public interest would no doubt be the standard used by the Commission and ultimately by the courts," he said.

He also told his Milwaukee audience that complaints to station operators prove helpful.

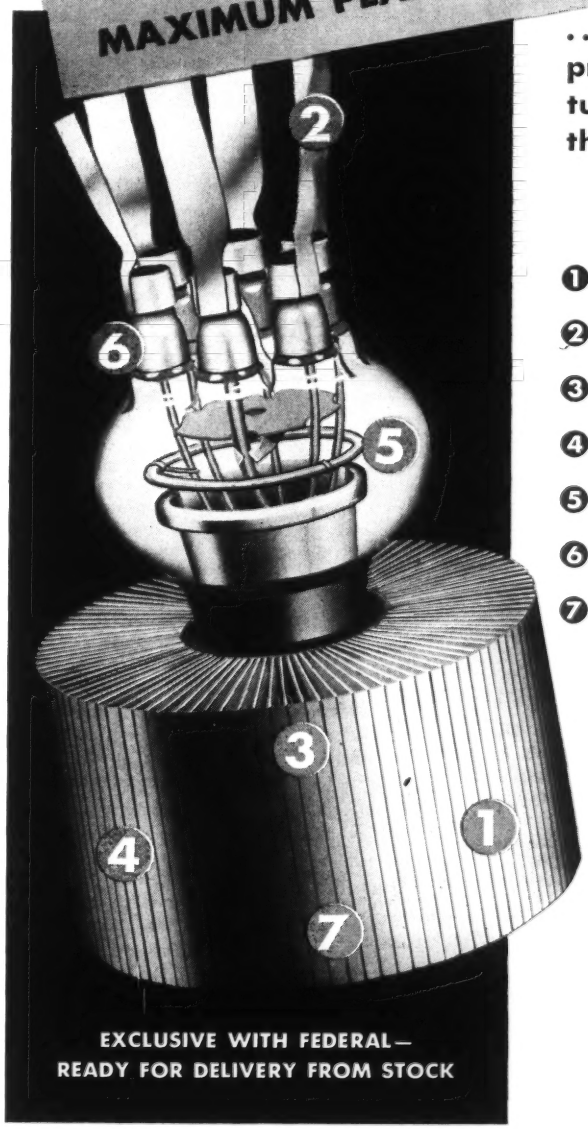
DESIGNERS—Cut New-Equipment Costs

F-6366 7 KW | F-6367 12 KW
MAXIMUM PLATE INPUT

with *Federal's* 2 NEW TRIODES

... incorporating built-in savings and proved design features that increase tube dependability and life and multiply the performance quality of new units

For Electronic Heating, Broadcast and Communications Service



EXCLUSIVE WITH FEDERAL—
READY FOR DELIVERY FROM STOCK

1. **High-Efficiency Radiator** requires reduced pressure drop ... cuts blower cost for new equipment.
2. **Grid and Filament Leads Attached** for convenience of designers ... for extra savings.
3. **Double Helical Filament** of thoriated tungsten ... for high peak emission ... lower temperature.
4. **No Internal Insulators** to expose tubes to danger of arc-over and gassiness.
5. **Internal Corona Ring** eliminates trouble with hot-spots and glass cracks.
6. **Kovar Terminal Cups** used throughout for ruggedness required in industrial service.
7. **Full Voltage** can be safely applied to the cold filament ... no step starting or high reactance transformers necessary.

Federal's F-6366 and F-6367 are the power triodes that new equipment designers have been waiting for ... to boost the efficiency of induction and dielectric heating units, broadcast and communications equipments ... to bring important savings to production lines!

Both tubes not only provide *more* ruggedness, *longer* service life and *higher-quality* performance, but they actually cut costs for manufacturers ... saving as much as 80% on blower costs, while factory-attached grid and filament leads eliminate this expense.

Federal's new triodes feature simplified construction ... with fewer potential trouble spots. Wide element spacing gives better protection against filament-grid shorts. Rated filament voltage may be applied to cold filament, eliminating need for step starting or high reactance filament transformers. Both tubes are operable up to 30 Mc/SEC at full ratings ... anode up or anode down.

Equipment manufacturers now using the F-6366 and F-6367 in new designs report they are "extremely well pleased" with their stamina and performance. For prices and technical data, write to Federal, Dept. K-468.

Handbook of Tube Operation

Federal's 72-page booklet gives complete data on efficient operation of tubes in service. Mail your request to the department listed above.

FEDERAL TELEPHONE & RADIO — FTR — DIVISION OF IT&T

Federal Telephone and Radio Company

VACUUM TUBE DEPARTMENT 100 KINGSLAND ROAD, CLIFTON, N. J.

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

TV OUTLETS ON AIR NOW TOTAL 359

First local station for Neenah, Wis. — WNAM-TV — begins. Four new outlets slated to start operating today.

NEENAH, Wis., received its first home station last week as WNAM-TV (ch. 42) began commercial operation. Its appearance runs the operating station total to 359.

WNAM-TV is represented by George Clark.

Four stations were scheduled to begin regular programming today (Monday):

WINK (TV) Fort Myers, Fla. (ch. 11), represented by Weed Tv Inc., Feb. 1.
WRDW-TV Augusta, Ga. (ch. 12), CBS, represented by Headley-Reed Tv, Feb. 1.
WMGT (TV) Adams-Pittsfield, Mass. (ch. 74), represented by Walker Co., Feb. 1.
KCEB (TV) Tulsa, Okla. (ch. 23), represented by The Bolling Co., Feb. 1.

This will give Fort Myers and Adams-Pittsfield, their first local tv outlet, while Augusta and Tulsa get their second.

Bad weather prevented WMGT and WNEM-TV Bay City-Saginaw, Mich., from beginning regular programming last week, as formerly reported. WNEM-TV now expects to begin operations Feb. 15. WMGT is slated to begin programming today after having been on test patterns for a week.

WTOC-TV Savannah, Ga. (ch. 11), plans a Feb. 14 debut. The station is completing the installation of its studio gear and furnishings, with all required equipment either in the studios or enroute to Savannah, it reported.

First uhf and fourth station for San Francisco, KSAN-TV (ch. 32), expects to begin operations Feb. 15, represented by Joseph H. McGillvra Co. The station is owned and operated by S. H. Patterson and his son, Norwood Patterson.

WJPB-TV Fairmont, W. Va. (ch. 35), will start regular programming Feb. 21 affiliated with ABC-TV and DuMont and represented by Headley-Reed. Total cost, thus far, including camera chain has been only $117,000, J. Patrick Beacom, president, reported.

Starting target date of March 31 has been announced by WSLI-TV Jackson, Miss. (ch. 12). Using GE equipment, the station will be represented by Weed Tv and affiliated with ABC-TV.

KUTV (TV) Salt Lake City (ch. 2), expects to begin programming Aug. 15 as an ABC-TV affiliate, according to Frank C. Carman, station president.

WRTV (TV) Asbury Park, N. J. (ch. 58), held a four-hour "Open House" inaugurating commercial operations Jan. 22. More than 1,000 residents appeared before the cameras.

The following stations have reported they expect to begin regular operations before the end of February:

KBID-TV Fresno, Calif. (ch. 53); KBAY-TV San Francisco (ch. 20); KSAN-TV San Francisco (ch. 32); WTOC-TV Savannah, Ga. (ch. 11); WGOV-TV Valdosta, Ga. (ch. 37); WNEM-TV Bay City, Mich. (ch. 5); KDRO-TV Sedalia, Mo. (ch. 6); WMUR-TV Manchester, N. H. (ch. 9); WTRI (TV) Schenectady, N. Y. (ch. 35); WMFD-TV Wilmington, N. C. (ch. 6); WQED (TV) Pittsburgh (ch. 13), educational; WARM-TV Scranton, Pa. (ch. 16); WNET (TV) Providence, R. I. (ch. 16); WBTM-TV Danville, Va. (ch. 24); WJPB-TV Fairmont, W. Va. (ch. 35); KFBC-TV Cheyenne, Wyo. (ch. 5); WAPA-TV (ch. 4) and WKAQ-TV (ch. 2) San Juan, P. R.

(For details see TELESTATUS page 99.)

QUINLAN NAMED V.P. FOR ABC'S WBKB (TV)

STERLING C. QUINLAN, general manager of WBKB (TV) and WENR Chicago, has been appointed a vice president in charge of the ABC-TV o&o outlet, President Robert E. Kintner announced last Wednesday.

MR. QUINLAN

Mr. Quinlan also will continue as general manager of WENR, the network's Chicago radio outlet, it was understood. His appointment as vice president became effective immediately.

He has been general manager of the radio-tv outlets since June 1953 after serving as WBKB program director following the ABC-United Paramount Theatres merger earlier last year.

Peltason Heads WTVI (TV)

PAUL E. PELTASON has been named president and general manager of WTVI (TV) Belleville, Ill., succeeding Bernard T. Wilson, who has resigned effective today (Monday), it has been reported.

Mr. Wilson's future plans were not announced. Mr. Peltason continues as treasurer of the licensee Signal Hill Telecasting Co. He is a major stockholder.

TIMEBUYERS from New York and Chicago were among the special guests brought to St. Louis to inspect the operations of KACY (TV), new uhf station on ch. 14. Observing the handling of a local show are (l to r) Carl McIntire, KACY station director; Richard Dawson, national sales manager; John Murphy, Kudner Agency, New York; Paul Evans, Paul H. Raymer Co., which represents KACY nationally; Jack Garrison, station president; Ruth Babick, Earle Ludgin & Co., Chicago; Chad Gooding, KACY's "Weather Girl," and Philip Sincoff, KACY treasurer.

NORTON TO HEAD WMTW (TV) IN CHI.

JOHN H. NORTON JR., who was vice president in charge of ABC's Central Division in Chicago until last June 1, has been appointed general manager of Mt. Washington Tv Inc., currently building WMTW (TV) Poland, Me., atop Mt. Washington, N. H., John W. Guider, Mt. Washington president, said last week. The appointment is effective today (Monday).

MR. NORTON

Mr. Norton, a veteran of 22 years in the industry, spent five years in the management of ABC Central Division, and had been with the network since it was organized, before that being employed by the old Blue Network. He started his career with NBC.

Mr. Guider said WMTW (TV), to operate on ch. 8 from the top of Mt. Washington, with studios in Poland, Me., will reach a million and a half people in Maine, New Hampshire, Vermont and Quebec. Although construction atop the 6,288-foot mountain has been delayed until spring by weather conditions, work is going ahead at Poland, Me., where the Ricker Inn is being renovated for studios, Mr. Guider said.

In announcing Mr. Norton's appointment, he said: ". . . We are all proud to have such a person associated with our enterprise . . . Mr. Norton's experience and energy will be most helpful in pushing forward the construction . . . which will provide . . . the only television service available to more than 500,000 people currently denied the benefits of tv."

Dille Names Key Men For Upcoming WSJV (TV)

KEY appointments to the staff of WSJV (TV) Elkhart, Ind., due to start commercial operation on uhf ch. 52 about March 1, have been announced by John F. Dille Jr., president and general manager of the station.

Edwin J. Lasko, formerly program manager at WBKZ-TV Battle Creek, Mich., has been appointed to a similar capacity at WSJV. John J. Keenan, active in commercial merchandising and station management, has been named commercial manager.

Other new appointments: Donald R. McFall, general manager of WTRC (WSJV's am affiliate), administrative manager; R. J. Gillespie, station relations director; Robert Wright, formerly with WJIM-TV Lansing, Mich., and other stations, news director; Al M. Lynds, formerly with Chicago stations and tv film organizations, art director, and Lester W. Zellmer, chief engineer.

Executives are hiring and training other personnel, including announcers, copywriters, cameramen and technicians, Mr. Dille added. WSJV, owned by the Truth Publishing Co.—its original assigned tv call letters were WTRC-TV—plans initial telecasting late in February.

Harry Tenebaum has been elected a vice president of the station and continues as assistant secretary-treasurer of the station of which he also is a stockholder.

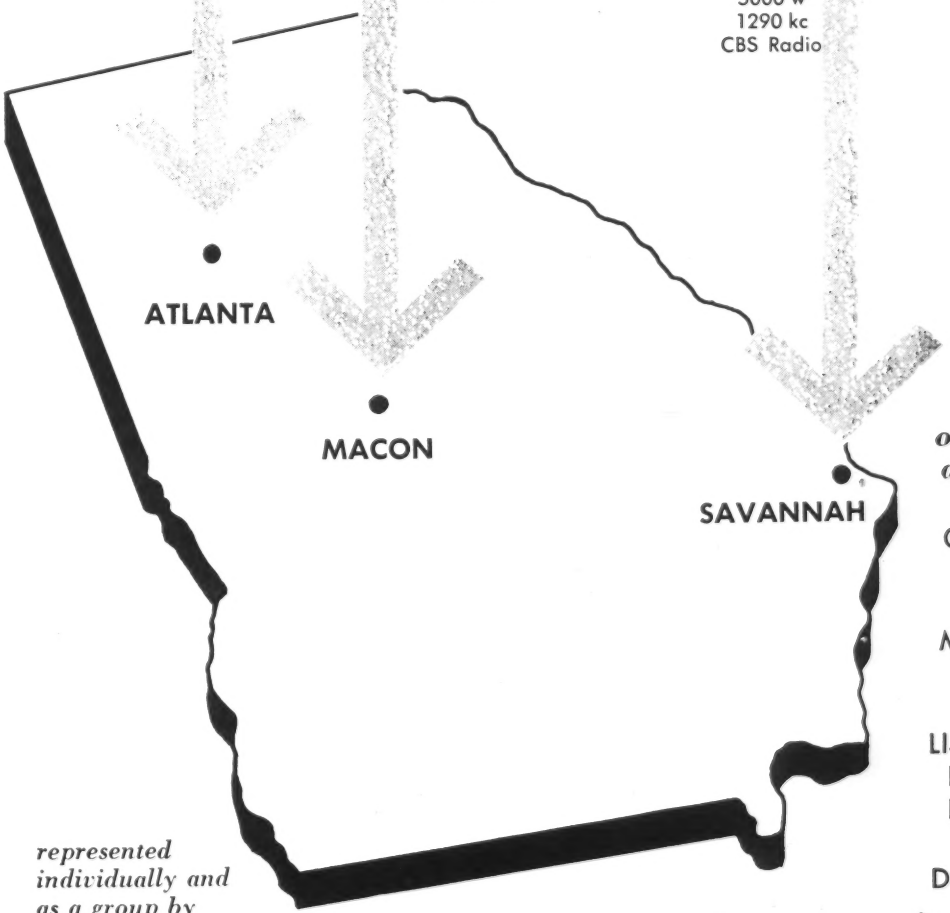
Only a combination of stations can cover Georgia's major markets.

The Georgia Trio

WAGA
5000 w
590 kc
CBS Radio

WMAZ
10,000 w
940 kc
CBS Radio

WTOC
5000 w
1290 kc
CBS Radio



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- CONCENTRATED COVERAGE
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In 3 major markets

represented individually and as a group by

The KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

McDONALD, ZENITH LAUD COURT RULING

COMDR. E. F. McDonald Jr., president of Zenith Radio Corp., expressed personal gratification with an appellate court's decision reversing the FCC with respect to a hearing on ch. 2 Chicago [B•T, Jan. 25].

FCC in 1953 ruled that Zenith waived its rights by not participating in the allocations proceedings. He told B•T "we have always felt a definite right there and the court ruling bears this out."

Comdr. McDonald declined to remark on the court's comment that "the comparative hearing . . . between Zenith and Balaban & Katz must actually be a comparison between operation by Zenith and operation by CBS." He said this would be a matter for Zenith's legal counsel.

Asked whether Zenith would entertain any thought of a possible share-time or share-channel arrangement with CBS on ch. 2, Comdr. McDonald commented that "this has never interested us."

CBS Chicago had no official comment on the case. H. Leslie Atlass, vice president in charge of CBS Central Div., is currently vacationing in South America, and spokesmen declined comment.

Westinghouse's WOWO Boosts to 50 Kw Today

WOWO Ft. Wayne, Ind., will become the nation's 67th full power station as it increases power to 50 kw today (Monday). The station had sought full power since 1939 with its first application to the FCC for 50 kw and a second in 1946, before FCC approved the increase last April 1.

Chris J. Witting, new Westinghouse Broadcasting Co. president, will deliver the main address at a special dedication broadcast, with Joseph E. Baudino, WBC vice president-general manager, and other Westinghouse officials from New York, Chicago and Los Angeles attending.

WKBW Inc. Elects Officers

ALFRED E. ANSCOMBE, station manager of WKBW Buffalo, N. Y., was named vice president of WKBW Inc. by the board of directors last week.

Other officers elected by the board were Dr. Clinton H. Churchill, president; Edward H. Kavinoky, treasurer and assistant secretary, and Frances G. Churchill, secretary and assistant treasurer.

WDAK-TV Names MacLeod

E. F. MacLEOD, formerly general manager of WBML Macon, Ga., has been appointed general manager of WDAK-TV Columbus, according to an announcement by Allen Woodall, president of Television Columbus, licensee.

MR. MACLEOD

Mr. MacLeod has been active in Georgia radio for the past 12 years. Before joining WBML, he was general manager of WGGA Gainesville.

KRGV-TV's Antenna Falls

KRGV-TV Weslaco, Tex., delayed in its debut when the new $35,000 antenna dropped 660 feet during hoisting, will go on the air as soon as General Electric Co. can supply a replacement, according to O. L. (Ted) Taylor, president of Taylor Radio & Television Corp., operating KRGV-TV.

This occurred Wednesday while 3,000 spectators were watching steeplejacks for J. J. Phillips Construction Co., San Antonio, lift the 99-foot, five-ton antenna to the tower's top. With only 42 feet to go before the antenna could be dropped into position atop the tower, described as the tallest structure in the southern quarter of Texas, a guy-wire holding the 100-foot gin-pole snapped. The gin-pole fell and the antenna buried itself 25 feet in the ground at the tower base.

Mr. Taylor and Byron W. Ogle, general manager, said GE and the Phillips firm would soon supply new antenna and tower units for the ch. 5 station. The completed structure will be 791 feet above ground.

Birmingham's Television Corp. Announces Personnel Changes

CHANGES in executive personnel assignments were announced last week by Henry P. Johnston, president of The Television Corp., licensee of WAPI, WAFM and WABT (TV) Birmingham, Ala.

MR. FURR

Ray A. Furr has been elected vice president of the corporation and will head a new division of programming and program development. Mr. Furr was formerly assistant to the president in charge of special services. In addition to his radio career, Mr. Furr was dean of journalism at the State College for Women, Winthrop College, S. C., for seven years.

Maury Farrell who has been with WAPI for 16 years, has been named special events director for WAPI and WABT. Milton Lawrence, WAPI announcer, will be director of production for radio, and John Johnson, WABT production-director, will be production director for tv.

WSTV-TV Boosts to 230 Kw, Begins New 881-Foot Tower

WSTV-TV Steubenville, Ohio, has increased its power to 230 kw visual, and has begun erection of its permanent 881-foot tower, John J. Laux, executive vice president and general manager, said last week.

Mr. Laux said the ch. 9 antenna will be 750 feet higher than at present and will bring the WSTV-TV signal to more than a million tv homes in early spring. He said the station's 27-foot-long transmitter now is the most powerful in the area. A crew of RCA tv technicians has been working for weeks with WSTV-TV Chief Engineer Charles Shepherd to effect the power increase, Mr. Laux said.

Gardner Succeeds Stoye In KLAS-TV Managership

BOB GARDNER, commercial manager of KLAS-TV Las Vegas, Nev., has been named general manager succeeding Fred Stoye, who has sold his minority interest in the ch. 8 station.

MR. GARDNER

Mr. Gardner joined KLAS-TV last June after 11 years with KYSM Mankato, Minn., as program director and assistant manager. He is a graduate of the U. of Minnesota ('39). While in school he was engaged in radio production at WCCO and KSTP, St. Paul-Minneapolis. He then was with WMIN St. Paul for two years.

KLAS-TV, only tv outlet in the area, is in the black after six months of operation, Mr. Gardner reports.

Dennis to Head WILS-TV; Froh Becomes WILS Manager

WALT DENNIS, commercial manager of WILS-AM-TV Lansing, Mich., has been named general manager of WILS-TV, and Dave Froh, WILS program director, adds the duties of general and commercial manager of WILS, W. A. Pomeroy, president-general manager of Lansing Broadcasting Co., said last week.

In other changes aimed at placing a full concentration on both WILS and WILS-TV, Walter Braeger has been promoted from sales promotion and publicity manager to the newly-created post of tv production director, Mr. Pomeroy said. He added that Michael Ruppe assumes new duties as sales promotion and publicity director in a move from the WILS continuity staff.

Bill Calhoun and Chuck Renwick join the WILS announcing staff in a move from WKAR East Lansing, replacing Dick Brazie, who has joined WKAR-TV, and Ken Lawrence, who has moved to WNEM-TV Bay City.

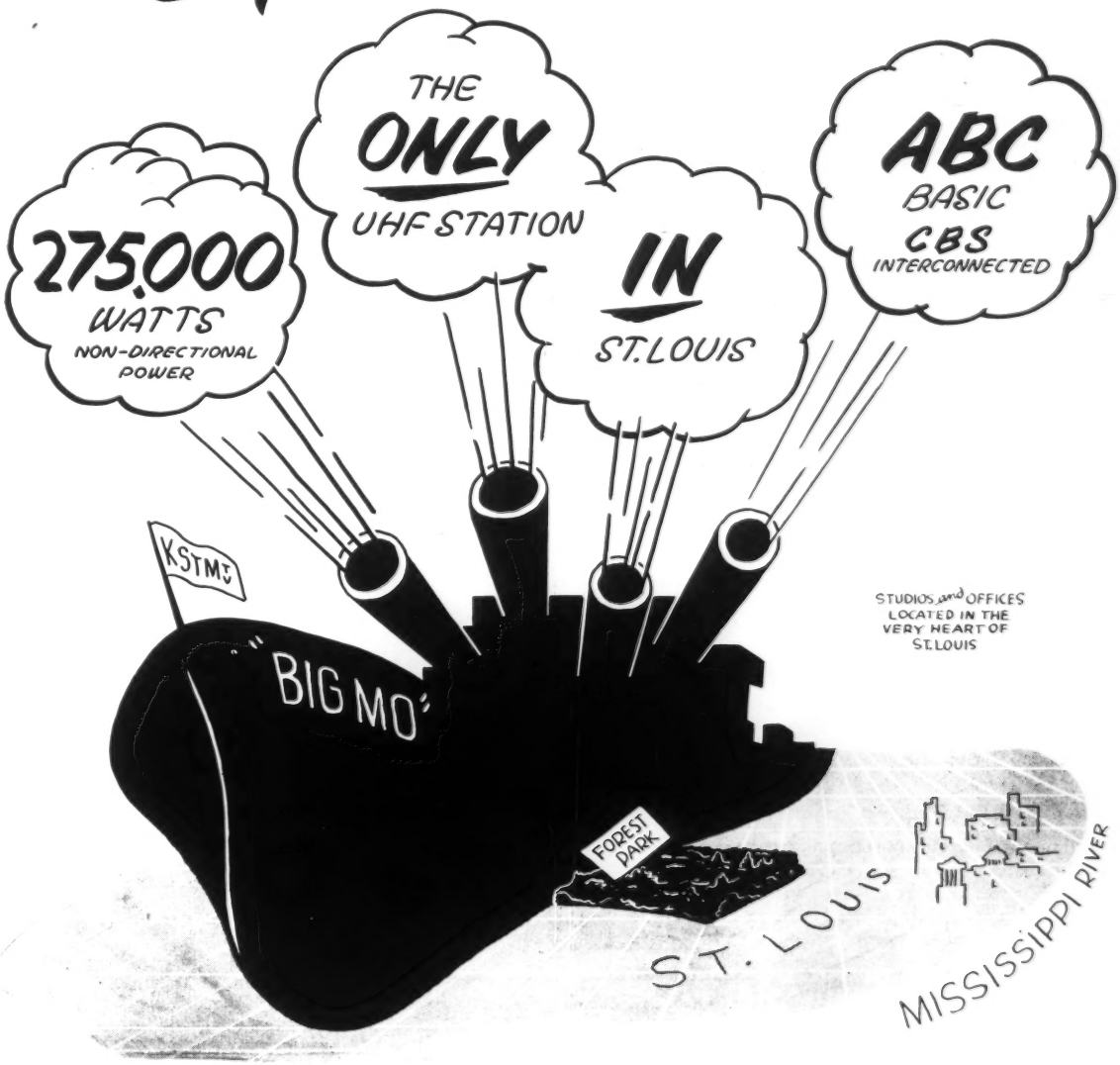
Wellington Quits Alaska Stations; Day Succeeds

GILBERT A. WELLINGTON, national advertising manager for Alaska's Midnight Sun - Aurora Broadcasting System (KFAR Fairbanks, KENI Anchorage, KJNO Juneau, KABI Ketchikan), is leaving the stations after nearly 15 years to become a partner in Penman Neil Advertising Agency at Seattle, Wash.

MR. WELLINGTON

He will be succeeded at Midnight Sun-Aurora's Seattle office by Del Day, presently manager of KJNO. Mr. Day has been with the company more than eight years, Mr. Wellington said, and is thoroughly acquainted with the Alaska market.

"Big Mo" Captures St. Louis!



H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

CHANNEL 36 **SAINT LOUIS**

WBC SHOWCASES TV OUTLETS FOR F&P

Sessions at WPTZ (TV) Philadelphia and WBZ-TV Boston help to acquaint national spot representative with operation and policies of the Westinghouse Broadcasting Co. outlets.

TO ACQUAINT Free & Peters personnel with the Westinghouse tv stations—WBZ-TV Boston and WPTZ (TV) Philadelphia—whose national spot sales representation F & P assumes today (Monday), the two stations showcased their programming, talent, facilities, operation and sales policies in day-long sessions held Jan. 22-23 in Philadelphia and Jan. 25 in Boston.

Nor is "day-long" any exaggeration, for each meeting began at 7 a.m. and continued until 11:30 p.m. Before, between and after the discussion sessions, tv receivers specially installed in the Warwick Hotel in Philadelphia and the Ritz-Carlton in Boston, where the meetings were held, gave the visitors a continuous view of the stations' daily program fare.

Rolland Tooke, station manager of WPTZ, presided over the Philadelphia meeting, with the assistance of A. W. (Bink) Dannenbaum, sales manager; John (Chick) Kelly, promotion manager; Stan Lee Broza, program manager; Raymond Bowley, chief engineer; Sam Stewart, sales service manager, and other WPTZ executives.

A highlight of the two-day meeting was a preview of a color film "This Is Philadelphia" which will subsequently be used in presentations of WPTZ and its market to advertisers and agencies. Philadelphia Mayor Joseph S. Clark Jr. addressed the Friday afternoon session and J. Harry LaBrum, president of the Philadelphia Chamber of Commerce, spoke on Saturday morning.

In Boston, William Swartley, WBZ-TV manager, and C. Herbert Masse, sales manager, were in charge of the indoctrination sessions for the Free & Peters delegation. The WBZ-TV faculty also included W. H. Hauser, assistant manager and chief engineer; W. Gordon Swan, program manager; Richard Farnham, promotion manager, and Robert Duffield, film and traffic manager.

In a tour of the WBZ-TV facilities, the party was able to watch some of the station's live studio presentations, both during rehearsal and while they were being telecast. The station's presentation to its new representatives was itself in the form of a telecast, with one wall covered by an enlarged simulated video receiver on whose screen were displayed the charts and pictures illustrating the WBZ-TV story.

Westinghouse Bcstg. Co., parent company of the two tv stations and owner as well of five radio stations also represented by Free & Peters, was represented at the two-city meeting by Chris Witting, WBC's new president; Joseph Baudino, executive vice president and general manager; Eldon Campbell, general sales manager; George Tons, midwest sales manager; David Partridge, advertising and sales promotion manager, and Jack Hardesty, eastern sales manager.

The Free & Peters group included H. Preston Peters, president; Lloyd Griffin, vice president and director of tv; William Bryan, vice president, Detroit; J. Webster Goodhue, controller; Jack Brooke, eastern sales manager for tv; George Stanton, midwest sales manager, and Lorin Myers, promotion manager.

In addition, there were tv account executives Robert Bailey, Robert McNamara, Elliott Reed, Arthur Muth and Otis Williams, New York; Joseph Fisher, William Tynan and Sam Eadie of Chicago; Lon King, Detroit; Dean Milburn, Fort Worth; William Stubbs, Atlanta; John Serrao, Hollywood, and Richard Rothlin, San Francisco.

WPTZ (TV) Philadelphia recently appointed Free & Peters as its national sales representative, then held a two-day sales clinic. Attending: (l to r) Alexander W. Dannenbaum Jr., WPTZ sales manager; Mayor Joseph S. Clark Jr. of Philadelphia; H. Preston Peters, F&P president; Lloyd Griffin, F&P vice president in charge of tv, and Rolland V. Tooke, WPTZ general manager.

CHRIS WITTING (l), new Westinghouse Broadcasting Co. president, meets W. C. Swartley, WBZ-TV station manager, during Free & Peters visit to Boston during session at which F&P took over as national spot representatives for the WBC television stations.

By Order of F&P

FREE & PETERS' "Colonel of the Year" citations for outstanding professional growth and performance during 1953 went to John A. Thompson, radio account executive in the New York office of the station representation firm, and William Tynan, tv account executive in the Chicago office, it was announced last week. The two were chosen for the honor, given annually since 1949, from among all Free & Peters men in the firm's seven offices across the country. It was the first time that two men, one in radio and one in tv, have been designated "Colonel of the Year."

John Clifford Lee, KFXM Operator, Dies

FUNERAL services for John Clifford Lee, 50, president of Lee Bros. Broadcasting Corp., operators of KFXM San Bernardino, Calif., were held in that city Thursday. Confined to his home for the past six months, he died Jan. 24 of cancer.

Mr. Lee and his brother Eugene founded KFXM in 1929. Prior to that he was an executive of the San Diego Trust & Savings Bank.

Besides his brother, surviving are his widow, Bertha; daughter, Virginia Lee; son, Army Lieut. Jack Robert Lee, Ft. Hood, Tex., and mother, Mrs. A. L. Dunnells, San Diego.

Arthur B. Donegan Dies

PRIVATE funeral services were held Jan. 24 for Arthur B. Donegan, manager of publicity-promotion for WABC New York, who died Jan. 22 after a long illness. He was 44.

He is survived by his widow, Nancy, and a mother and a sister residing in Chicago.

KMO-TV Is Independent

REPORT of sale of KMO-AM-TV Tacoma in B•T Jan. 25 erroneously listed KMO-TV as an NBC-TV affiliate. It is an independent represented by The Branham Co. New owners are Jessica Longston and associates, who include C. V. Zaser and Robert E. Pollock.

REPRESENTATIVE APPOINTMENTS

WITY Danville, Ill, announces appointment of Burn-Smith Co., N. Y., as national representative.

WLYC Williamsport, Pa., appoints Radio-Tv Promotion Syndicate, N. Y., as national representative.

Stars National Inc., N. Y., open branch offices at 2550 Beverly Blvd., Los Angeles and 681 Market St., San Francisco, president **Bernard Howard** has announced.

KNX RADIO IS RAISING ITS DAYTIME RATES!

And high time. Since the last increase in KNX daytime rates (March 1946), the number of radio homes in the Los Angeles area has increased by 38.8%... *and the daytime audience actually delivered by KNX has more than doubled* (up 108.2%).

Small wonder, then, that KNX is raising its daytime rates effective January 31, 1954. A new rate card, number 13, will be mailed shortly to advertisers and agencies from coast to coast. Meantime, you're invited to call KNX or the nearest CBS Radio Spot Sales office for complete details.

And remember, KNX daytime is better-than-ever time today. For KNX daytime audiences have increased *seven times faster* than rates!

CBS OWNED • LOS ANGELES • 50,000 WATTS KNX

Sources on request

PERSONNEL RELATIONS

AFM-NETWORK PACT EXTENDED 15 DAYS

Petrillo still in Miami as networks withhold comment on union's contract aims.

DEADLINE for the expiration of the present contract between the American Federation of Musicians (AFL) and radio and television networks has been extended to Feb. 15 as spokesmen for both sides last week conceded that negotiations over the past few weeks have resulted in "little progress."

The present three-year pact was to have expired today (Monday) but by mutual agreement it will remain in force at least until Feb. 15, with the understanding that conditions in a new contract be applicable retroactively to Feb. 1.

The union detailed demands several weeks ago [B•T, Jan. 18] for a 15% wage increase, a 24% rise in number of staff musicians and a commitment from the networks to expand employment by using "live" musicians on all live programs. One network source said that representatives have countered with a proposal that the present quota system on size of musician staff be dropped altogether and, additionally, have rejected the musicians' demands for live music on all live shows.

It was learned, moreover, that networks have pressed for the right to record all cues, bridges and mood music and for a continuation of the present unrestricted use of recorded music. One AFM spokesmen told B•T that the networks have made no comment on AFM's wage demands and other proposals, but merely offered their own conditions.

Locals Conduct Talks

Negotiations, for the first time, have been conducted by local musician union leaders instead of the Federation itself. Al Manuti, president of New York Local 802, and John Tegroen, president of Los Angeles Local 47, have been conferring with network representatives. James C. Petrillo, president of AFM and of Local 208, Chicago, attended the first sessions in January, but has been in Miami on other business for the past several weeks. He is expected to be back in New York before Feb. 15, according to an AFM spokesman.

During his stay in Miami, Mr. Petrillo negotiated a new contract for musicians employed at six major motion picture studios. Details announced last week called for a 5% wage increase over the reported $160.70 per week. The contract is said to cover between 500 and 700 musicians employed in the Hollywood area by Columbia, Metro-Goldwyn-Mayer, Paramount, Twentieth Century-Fox, Universal-International and Warner Bros.

Mr. Petrillo is remaining in Miami to attend the American Federation of Labor executive council meeting, which opens in that city today (Monday). Mr. Petrillo is a vice president of AFL.

It is probable that the meeting will hear charges brought against AFM by American Guild of Variety Artists (AFL) with respect to alleged union raiding and non-cooperation [B•T, Jan. 25]. AGVA has claimed that AFM has instructed its locals on occasion not to provide musicians for AGVA performers, and the variety artists unions has threatened to institute legal action against AFM.

Last week George Meany, AFL president, requested AGVA to drop plans for court action so that an effort may be made to resolve differences at the executive council meeting.

INTERNATIONAL

Radio 'International' In Turkey—Arzik

RADIO in Turkey is truly an international medium of communications, with nine radio stations providing complete coverage for the country as well as beaming shortwave programs in many languages throughout the world.

TURKEY

This estimate of the role of radio in Turkey was offered in New York last week by Serif Arzik, regarded as Turkey's outstanding news commentator, who is general manager of Agency Anatolie, semi-official news agency. Mr. Arzik and Erdogan Ulus, news editor of Agency Anatolie, will be in the U. S. until the end of February on a tour of this country with President Celal Bayar of Turkey.

Mr. Arzik expressed himself as "particularly proud" of the reception that his daily broadcasts have received from listeners behind the Iron Curtain. His commentary is beamed from the six shortwave stations in Ankara in languages including Roumanian, Bulgarian, Serbo-Croatian, Polish, Hungarian, French, Persian, among many others.

The shortwave stations in Ankara, he continued, are all called Radio Ankara but have varying call letters. In that city is also located Radio Turkey, which is described as "the national station," because it blankets the nation and presents programs in the Turkish language exclusively. It is a 120 kw station, operating on 182 kc.

Other stations in Turkey that provide local and regional programming and coverage, according to Mr. Arzik, are located in Istanbul and Izmir. Presently under construction are three additional stations to be located in Izmir, Adana, and Erzurum, which are designed to bolster regional coverage.

MR. ARZIK

Radio stations in Turkey are owned and controlled by the government. There are about 780,000 radio sets in the country of 22 million people, according to Mr. Arzik. Each set owner pays the government a license fee of $3 American a year. A radio receiver in Turkey costs from $30 to $120.

Only Spot Announcements

"The only type of commercial we have on radio in Turkey is spot announcements on the national stations," Mr. Arzik pointed out. "There aren't many of those on, because radio advertising is very costly. They are usually advertisements placed by business associations and industry groups."

Mr. Arzik said that programming in Turkey approximates that of the U. S., with sports broadcasts and folklore programming popular. The stations are on the air about 15 hours a day, seven days a week.

Though he had been in New York only a few days at the time of the interview, Mr. Arzik said he had listened to many radio shows and viewed several tv shows. He expressed "tremendous admiration" for American radio and television programming, claiming they were "the best" of the stations of the many nations he had visited.

Turkey has no plans for television in the immediate future, Mr. Arzik said, explaining that tv programming is too expensive for a nation of limited resources.

DURING six weeks in Venezuela on a market research and radio-tv survey for several clients, Oscar E. Rudsten (r), president of Oscar E. Rudsten & Assoc., Boston, confers with Dr. Tibor Korody (l), market research director, Publicidad A.R.S., one of Venezuela's biggest advertising agencies, and Mario Blanco Uribe, general manager of the A.R.S. Maracaibo office.

CBC Explores Possibility For Canadian Tv Network

POSSIBILITIES of a national Canadian television network are being explored by the Canadian Broadcasting Corp., Bell Telephone, Canadian National and Canadian Pacific Telegraphs.

CANADA

CBC has asked the three carriers with which it has microwave tv network arrangements to look into the feasibility of setting up microwave systems between Toronto and Winnipeg, Winnipeg and Vancouver, and Montreal and Sydney.

The biggest difficulties would be in the 1,500-mile Toronto-Winnipeg circuit, most of which is through sparsely inhabited bushland north of Lake Superior. Bell Telephone now operates a tv microwave network for CBC between Buffalo, N. Y., via Toronto, Ottawa, to Montreal. Canadian National and Canadian Pacific Telegraph systems operate or have under construction system between Toronto via Hamilton and London to Windsor, and from Montreal to Quebec City.

Catholic Meet Views U.S. Tv

SAMPLE of U. S. tv programs and commercials will be shown to delegates of the International Catholic Assn. of Radio & Television in Paris this week by Jerry Keefe, general manager and program director of WFJL (FM) Chicago, noncommercial outlet founded by Bishop Bernard J. Sheil. He will address the convention on U. S. tv developments, and show films, including two religious programs—Bishop Fulton Sheen's *Life Is Worth Living* and *Family Theatre*—and a variety of highly regarded commercial spots. Convention started yesterday (Sunday) and will last eight days, with 22 countries being represented. Mr. Keefe is on the executive board of the Catholic Broadcasters Assn.

PARIS

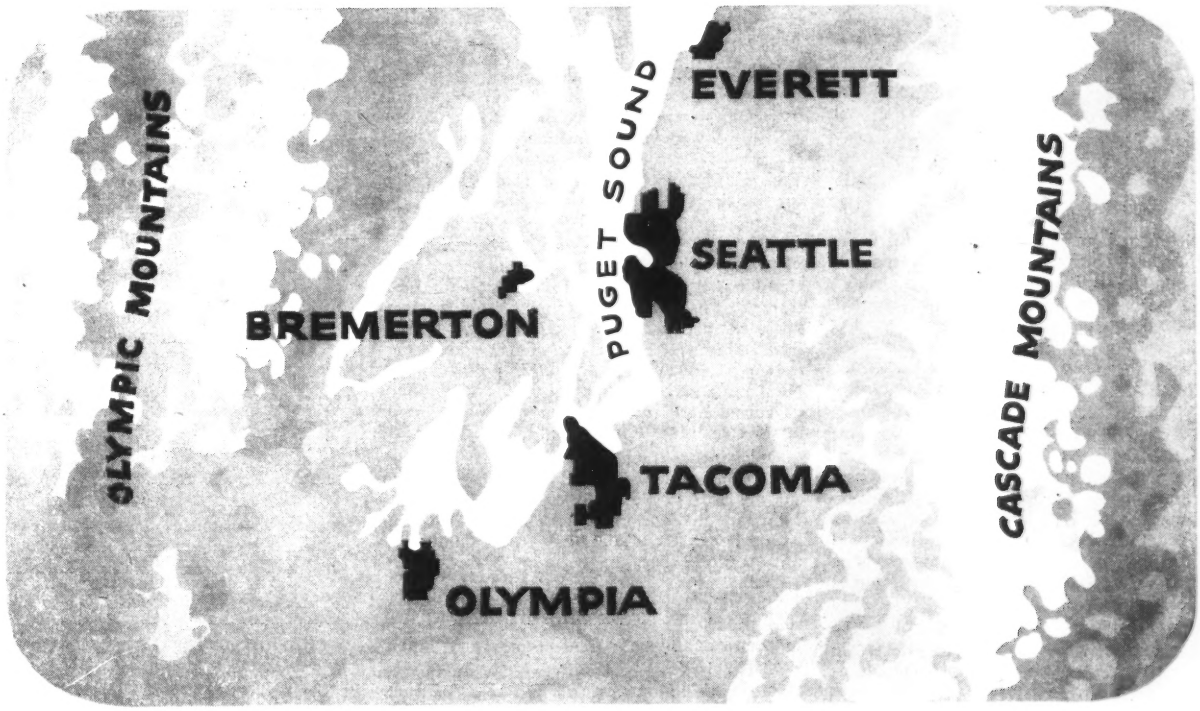
Copyright Appeals Board Hears BMI, CAPAC Fee Bids

CANADIAN copyright fees requests for 1954 are being heard before the Canadian Copyright Appeal Board at Ottawa, following filing of new tariffs by BMI Canada Ltd., and Composers, Authors, Publishers Assn. of Canada (CAPAC).

CANADA

BMI Canada Ltd. this year for the first time

Best..... Over Puget Sound!



Don't buy PART when you can get it ALL!

KTNT-TV

Covering Seattle, Tacoma and the Puget Sound Area

125,000 WATTS • CHANNEL 11

KTNT-TV AREA • QUICK FACTS AND FIGURES

Population Distribution

City of Seattle	37.65%
Balance of King County	21.37%
Pierce County (Including Tacoma)	22.22%
Balance of Areas West and South	18.76%
TOTAL (1,250,000)	100.00%

Grade A contour covers over 1,000,000 people; Grade A and B contours cover over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people

AFFILIATED WITH CBS and DUMONT TELEVISION NETWORKS • CONTACT WEED TELEVISION

is filing tariffs for other than radio stations, and is asking for $55,534 from private radio stations, an increase of $9,256 over last year. CAPAC is not asking an increase over the 1953 tariff which the Copyright Appeal Board approved, but which fees are held in abeyance until the outcome of an appeal to the Canadian Supreme Court by CAPAC and the Canadian Assn. of Radio & Television Broadcasters. CAPAC also filed a $500 monthly fee for nondramatic use of its music on tv stations.

CBC Negotiates Package For Tv Sports Network

SPORTS on a Canadian tv network are under negotiation at Toronto, where the Canadian Broadcasting Corp. is arranging a package deal to televise the professional Canadian football games next autumn and has completed a deal to telecast major league Canadian basketball games on CBLT (TV) Toronto, on Saturday afternoons.

CANADA

The football deal will include a blackout on home games in centers where there is a tv station. No definite figures have been mentioned as payments by tv stations or the CBC tv network, but the price will be at least the equivalent of last fall when $7,000 a game was paid the professional group by CBC. No sponsor is mentioned in negotiations, but last year's games were sponsored.

The basketball games being telecast from Toronto are expected to create more interest in the game, which is not as popular in Canada as it is in the U. S.

PLANNERS BACK N. Y. EDUC. TV

Metropolitan Educational Television Assn. to seek privately-owned uhf ch. 25 station.

PLANS for the construction and operation of a privately-owned, noncommercial educational television station in the metropolitan New York area were announced last week by David D. Henry, executive vice chancellor of New York U. and chairman of the organizing group for the project.

Plans for an educational tv station were said to have developed following the rejection last February by the New York State Temporary Commission on the Use of Television for Educational Purposes of a proposal for a state-operated network of 10 educational stations [B•T, March 2, 1953]. Dr. Henry said a committee of educational and civic groups in the New York area had applied to the state board of regents for incorporation under the name of Metropolitan Educational Television Assn.

Once incorporated, the association will seek funds and gifts to construct and operate the station in the New York area. Dr. Henry estimated that the initial cost of such a station would be between $500,000 and $750,000, with an operating cost of between $100,000 and $150,000 a year. Dr. Henry said that the Ford Foundation for Adult Education had pledged one dollar for every three collected by the association, up to a total grant of $150,000.

It was revealed by Dr. Henry that application for the association's charter had been filed with the board of regents last November, but he said that he did not know what action would be taken by the board. The application was signed by Dr. Henry and Dr. William Jansen, superintendent of schools in New York; Frank Karelsen, chairman of the Metropolitan New York Coordinating Council; Ordway Tead, member of the New York Board of Higher Education, and Telford Taylor, formerly general counsel of FCC and presently counsel to the association.

The association is seeking permission to use uhf ch. 25, one of 10 channels allocated by FCC to New York State for educational television.

The Metropolitan Educational Television Assn. includes a board of trustees of 22 members, composed of the five signers of the charter application and of leading educators in the New York area. Included among the trustees are Sidney Dean, vice president and director of McCann-Erickson Inc., and Mrs. Helen S. Straus, director of radio educational programs for WMCA New York.

FIRST televised college course in the Kansas City area was claimed for the U. of Kansas City with ABC-TV originating *You and the Law*, a business law course, on KCMO-TV there for 16 weeks beginning Jan. 1. Arranging plans (l to r): Sid Tremble, KCMO-TV program director; Dr. John Barnett, dean, and Henry H. Mamet, radio-tv director, both UKC.

Minnesota U. News Course

HEADLINE speaker at the U. of Minnesota's eighth annual Radio-Tv News Short Course Feb. 5-6 will be James A. Byron, WBAP-AM-TV Fort Worth, president of the Radio-Television News Directors Assn., who will talk on "Public Service and Tv News." U. of Minnesota is in Minneapolis.

$90,000 Goes Begging

THERE'S $90,000 going begging in the $100,000 Educational Television Grant established in June 1952 by the Emerson Radio & Phonograph Corp., New York. At that time the company offered $10,000 to each of the first 10 noncommercial educational tv stations to start operations with a permanent FCC license. The only taker, so far, has been KUHT (TV) U. of Houston station, which was presented $10,000 last April. Benjamin Abrams, president of Emerson, last week noted that, in contrast, more than 250 new commercial stations have gone on the air since June 1952.

WBNS gives you the lion's share in Central Ohio

More people listen to WBNS Radio than any other station in Central Ohio! King-sized local talent with top CBS network programming treats listeners to the top 20 rated programs (Pulse). Yes, you get the lion's share of the rich Central Ohio market with WBNS.

CBS for CENTRAL OHIO

WBNS radio

COLUMBUS, OHIO

NETWORKS FILE ANSWERING BRIEFS IN SUPREME COURT 'GIVEAWAY' CASE

ABC, CBS and NBC challenge FCC contention that giveaway programs violate the lottery laws. Argument is scheduled today.

ABC, CBS and NBC in briefs filed with the Supreme Court last week levelled fire at the notion that listening to a radio program or watching television constitutes "prize" or "consideration" in the sense required for a lottery, and argued that the FCC's giveaway rules amount to censorship contrary to law.

Argument on the FCC's controversial rules is scheduled today (Monday). The FCC filed its brief, contending that its rules are legal, early last month [B•T, Jan. 18].

It also was stressed that the Justice Dept., although it was a defendant along with the FCC in the proceedings in the lower court, did not join the FCC in carrying the appeal to the Supreme Court. The CBS brief maintained:

> The failure of the U. S. to join with the Commission on this appeal can only mean that, upon full consideration, the Solicitor General has concluded that the department should adhere to its long-standing view . . . that these programs do not violate the lottery laws.

The reference to the Justice Dept.'s "long-standing view" alluded to vain efforts by the FCC during the 1940's to get the Justice Dept. to prosecute programs of the giveaway type. It also was brought out in various briefs that FCC has tried years ago—also in vain—to get Congress to amend the lottery laws so as to ban giveaways.

The appeal to the Supreme Court was taken by FCC after a three-judge court in New York held that, although the Commission has a right to issue rules based on the lottery law, they can be applied only to contest programs where contestants are required to contribute "any money or thing of value." Accordingly the court struck out those portions of the proposed rule which would have banned programs where the winner had to listen to or watch the program in question; had to answer the telephone or write a letter in a manner prescribed over the air, or had to answer a question whose answer (or a clue to whose answer) had been given over the air.

No Price Required

All of the network briefs devoted extensive space to the argument that listening to or watching a program does not represent "consideration" in the lottery sense. "Not a single case has ever found that a lottery price is paid by a contestant being required to give, in his own home, attention to a contest program," NBC maintained. "Not a single case has suggested that exposure of a contestant in his own home to advertising could be considered the equivalent of buying the commodity advertised."

On the subject of censorship, NBC's brief quoted sec. 326 [the no-censorship section] of the Communications Act, and said:

> If the word "censorship" has any meaning at all, it must include the advance regulation of program content by absolute prohibitions under threat of revocation of licenses, as well as by any requirement that scripts be submitted for approval. The only reasonable interpretation of this section is that the function of prohibiting specific programs, even if they would be illegal, was withheld from the Commission, and it could not use its general powers to accomplish such a prohibition indirectly.

Enforcement of the lottery laws, NBC continued, is a responsibility of the Justice Dept., not FCC. On the same line, ABC asserted:

> Sec. 1304 [of the Criminal Code, banning lottery broadcast] provides its own penalties. It provides, we submit, all the penalties that Congress intended to establish for the offense therein defined. The penalties are heavy—up to $1,000 fine and one year imprisonment for each day on which a broadcaster violates the section. We contend that the Commission does not have the power to add to those penalties—which may be imposed only "upon conviction"—a previous restraint on the broadcasters' programs or, in the alternative, the loss of his license and consequent destruction of his business.

ABC also stressed that the position taken by FCC in its proposed ban on giveaways differs markedly from its position—adopted in 1951, after the giveaway rules were proposed—on the question of setting a uniform policy to be followed in connection with applicants who have violated laws other than the Communications Act. In the "uniform policy" proceeding, ABC noted, the Commission concluded that a blanket policy should not be adopted but that, instead, each case should be judged on its own merits.

CBS contended that FCC's proposed ban on giveaways, aside from other legal deficiencies, is unconstitutional in that it would deprive the network of property without due process of law. "Congressional prohibition and punishment of activities in interstate commerce is

valid only if such action is necessary to protect the public against harm or evil," CBS argued. Further, the brief maintained, FCC has admitted that "such programs have not tended to demoralize or degrade the listening and viewing public but on the contrary have provided information and entertainment for the public."

Deadline Extended In 'Gaslight' Suit

DEADLINE for submission of further briefs and arguments in suit of Loew's Inc. and playwright Patrick Hamilton to prevent showing of a filmed, burlesque version of M-G-M's theatrical release "Gaslight" by CBS and Jack Benny on the comedian's tv program [B•T, Dec. 21] was extended until Feb. 19 by Federal Judge James M. Carter.

At a one-day hearing last December, Dr. Frank C. Baxter, noted Shakespearean authority and host of KNXT (TV) Hollywood *Shakespeare on Tv*, testified as expert witness for defense. Dr. Baxter, U. of Southern California professor of English, called Mr. Benny's lampoon of "Gaslight" a true burlesque, under classic definition of term. The only witness, he testified for two hours on nature and development of burlesque, calling it a recognized art form which flourishes best in democratic countries.

Hartford ABC Affiliate

WONS Hartford is slated to affiliate with ABC Radio Network Feb. 14, the same day it changes call letters to WGTH.

LOOKING over two year contract that affiliates uhf WVEC-TV Hampton, Va. (Norfolk-Tidewater area), with NBC-TV are Thomas P. Chisman (l), president and general manager, Peninsula Broadcasting Corp., licensee, and Harry Bannister, NBC station relations vice president.

KSPR Signs With CBS

SIGNING of KSPR Casper, Wyo., as a CBS Radio affiliate, effective Feb. 15, was announced last week by William A. Schudt Jr., vice president in charge of station relations for the network. KSPR, which becomes CBS Radio's 220th affiliate, will be a bonus station to the northwestern group. On 1470 kc with 1 kw, it is owned and operated by Donald L. Hathaway.

Intermountain Network 1953 Sales Up 19.61%

INTERMOUNTAIN Network realized an increase of 19.61% in gross time sales in 1953 over 1952, Lynn Meyer, president, reported at a meeting of the network board Jan. 19. He said the increase is extremely significant because Intermountain had an average of 10 fewer affiliated stations in 1953.

Mr. Meyer said indications point to "another bumper year" in 1954. In January, Intermountain signed several advertisers, among them, Sinclair Oil Refining Co., General Petroleum Corp., Anheuser-Busch.

Jack Paige, IN executive vice president, announced affiliation of KBAR Burley, Idaho, with the network.

COLORCASTING®

Advance Schedule
Of Network Color Shows

CBS-TV

Special, sustaining color program Fridays, 5:30-6 p.m.

NBC-TV

Zoo Parade, 4:30-5 p.m., Sunday, Jan. 31 (Quaker Oats through Needham, Louis & Brorby).

Howdy Doody, 5:30-6 p.m., Mon. through Fri., Feb. 1 through 5 (participating sponsors).

Judge for Yourself, 10-10:30 p.m., Tuesday, Feb. 9 (P. Lorillard through Lennen & Newell).

Meet the Press, 6-6:30 p.m., Sunday, Feb. 14 (Revere Copper through St. George & Keyes alternating with Pan World Airways through J. Walter Thompson.

Camel News Caravan, 7:45-8 p.m., Tuesday, Feb. 16 (R. J. Reynolds through William Esty Co.).

Hit Parade, 10:30-11 p.m., Saturday, Feb. 20 (Lucky Strikes through BBDO alternating with Crosley Div. of Avco Mfg. also through BBDO).

Circle Theatre, 9:30-10 p.m., Tuesday, Feb. 23 (Armstrong Cork through BBDO).

Excursion, 4-4:30 p.m., Sunday, Feb. 28 (sustaining).

[Note: This schedule will be corrected to press time of each issue of B•T.]

125 Affiliates Expected At ABC Chicago Meeting

ABOUT 125 affiliates—80 radio and 45 television—are expected to attend the third round of meetings in Chicago's Drake Hotel today (Monday) and Tuesday, ABC's Central Division reported.

The AB-PT contingent is expected to include AB-PT President Leonard Goldenson, ABC President Robert Kintner, ABC Vice Presidents Robert H. O'Brien, Charles T. Ayres, Robert Weitman, Alexander Stronach Jr., Ernest Lee Jahncke Jr., James Stirton; Albert Beckman, ABC national station relations department director; Don Roberts, manager of ABC radio network in Chicago; and Sterling C. Quinlan, vice president and general manager of ABC's WENR and WBKB (TV) Chicago.

AB-PT and ABC executives are slated to review the network's radio and television plans at a special news conference tomorrow following the two-day meeting.

13,485 ENTRIES!

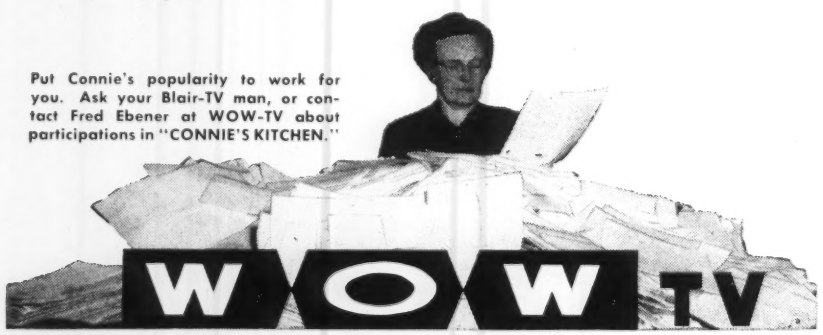
When Connie Cook Has a Cookie Contest!

HERE'S WHAT HAPPENED!

Recently, **Connie Cook** held a Cookie Contest on her afternoon **"Connie's Kitchen"** program over **WOW-TV**. Mail piled up . . .kept piling . . . 13,485 entries came in from 112 counties in five Midwestern states in less than a month!

That's a real vote of confidence for Connie, who began her **"Connie's Kitchen"** show on **WOW-TV** less than 6 months before the contest began.

Put Connie's popularity to work for you. Ask your Blair-TV man, or contact Fred Ebener at WOW-TV about participations in "CONNIE'S KITCHEN."



WOW TV

OMAHA • 100,000 WATTS • NBC • DUMONT

A MEREDITH STATION • Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazines.

NBC RADIO MAKES SPOT SALES SHIFTS

George Dietrich named national radio manager of NBC Spot Sales, Edwin T. Jameson succeeds him as eastern radio manager and Theodore Walworth Jr. becomes WNBK (TV) Cleveland sales manager.

A SERIES of changes in executive personnel in the NBC Spot Sales organization was set last week, coincident with new top-level sales appointments at NBC-owned WTAM-WNBK (TV) Cleveland.

George Dietrich, NBC Spot Sales eastern radio manager, was promoted to national radio manager to succeed William N. Davidson, who

MR. DAVIDSON

MR. DIETRICH

had been advanced to the post of assistant general manager and sales director of WTAM-WNBK the preceding week [B•T, Jan. 25].

Edwin T. Jameson of the NBC Spot Sales staff was designated to succeed Mr. Dietrich as eastern radio manager, and Theodore H. Walworth Jr., also of the NBC Spot Sales staff, was named sales manager of WNBK. A sales manager for WTAM is expected to be named shortly.

Announcing Mr. Dietrich's appointment, Thomas B. McFadden, national director of

MR. WALWORTH

MR. JAMESON

NBC Spot Sales, said the appointee "has been eminently successful as eastern radio sales manager . . . and we feel certain he will lead the NBC Radio Spot Sales to new heights of achievement."

Mr. Dietrich has been with NBC Spot Sales since December 1950 and had served as eastern radio manager since February 1953. He formerly was general manager in charge of sales for Radiotime Inc., a national radio and tv program publication, and, before that, was with the eastern sales division of Talon Inc. for eight years. He also was on the sales staff of Bakelite Co. for four years.

Mr. Jameson, joined NBC Spot Sales last August after 2½ years with Free & Peters, station representation firm, and, prior to that time, five years with Crosley Broadcasting Co. He also has served with WNEW New York and CBS.

Mr. Walworth, WNBK's new sales manager, moved to NBC Spot Sales in 1952 after two years with the Edward Petry & Co. representation organization and five years with the ABC sales department.

NBC Names Pearson, Seal To West Coast Am Posts

APPOINTMENTS of Karel Pearson as NBC Western Division radio network program manager and Bob Seal as operations manager for the same division were announced last week by Thomas C. McCray, director of the NBC Radio network division, West Coast.

Mr. Pearson, who moves up from the position of production manager for the radio network, fills the vacancy created by the resignation several weeks ago of Harry Bubeck. Mr. Pearson in 1934 joined NBC in San Francisco as an office boy and worked himself up to production manager of the Hollywood program department in 1951.

NBC-TV's 'Today' Adds Four Participations

WITH four new orders for participations in NBC-TV's *Today* program, plus renewal of one contract and extension of another, the early-morning series (Mon.-Fri., 7-9 a.m. EST and CST) last week was reported to be approximately 58% sold out for the first quarter of 1954 and running well ahead of its record last year, when its grossed billings passed $5 millions.

The new orders were from:

International Minerals and Chemical Corp., Amino Products Div., Chicago, for 26 participations for the period to March 19 on behalf of its Ac'cent (through BBDO, Chicago); Polaroid Corp., Cambridge, Mass., for 60 participations from Jan. 21 to Dec. 20 for its Polaroid Land Camera (through BBDO, New York); Magic Chef Inc., St. Louis, for 12 participations in the

Come Again

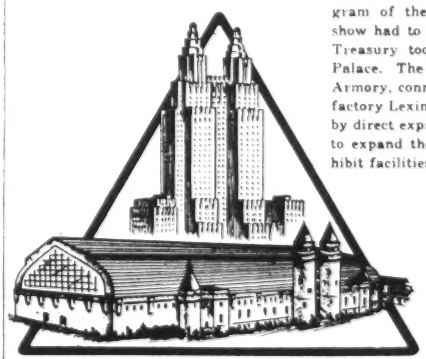
Radio - Electronic Men!

Just as you have been coming since 1945 to the IRE National Convention and Radio Engineering Show — coming by the thousands, 35,642 in '53 — so come again to see and hear all that is new in the engineering advances of your industry.

▲ **Fifty-four in '54!** — 243 scientific and engineering papers will be presented, skillfully grouped by related interests into 54 technical sessions. More than half these sessions are organized by IRE Professional Groups, thus making the IRE National a federation of 21 conferences in one. The whole provides a practical summary of radio-electronic progress.

▲ **600 Exhibitors "spotlight the new!"** — A mile and a half of exhibits line the avenues of this show, intriguingly named for the elements of radio — such as "Instruments," "Components," "Airborne," "Radar," "Transistor," "Audio," "Microwave," etc., filling the four acres of the great Kingsbridge Armory to capacity. An expanding radio industry shows why it is growing by proving how engineering research pays out in new products. The exhibits themselves are an education, condensed to one place — reviewed in four days.

▲ **Kingsbridge is the solution!** Only the combined facilities of the Waldorf-Astoria Hotel, plus the three great halls in the Kingsbridge Armory, seating 906, 720, and 500 respectively, are able to keep pace with the increased technical papers program of the IRE Convention. The show had to move because the U. S. Treasury took over Grand Central Palace. The immense Kingsbridge Armory, connected to the very satisfactory Lexington Avenue Hotel area by direct express subway, serves well to expand the already outgrown exhibit facilities of the Palace and provide space for 200 new firms to exhibit, as well as seat greater audiences at the high-interest sessions. In addition to the subways, free busses leave the Waldorf every ten minutes in which you may travel in the congenial company of fellow engineers, direct to Kingsbridge.



Waldorf-Astoria and Kingsbridge Armory

▲ **Admission by registration only!** Registration serves for the four day period. It is $1. for IRE members, $3. for non-members, covering sessions and exhibits. Social events priced separately.

March 22-25, 1954

The IRE National Convention and Radio Engineering Show

THE INSTITUTE OF RADIO ENGINEERS

1 East 79th Street, New York City

March 22-June 7 period for its gas and electric ranges (through Krupnick & Assoc., St. Louis), and Jacques Kreisler Mfg. Corp. North Bergen, N. J., for 11 participations between March 30 and June 8 (through Foote, Cone & Belding, New York).

M & R Dietetic Labs.' Food Products Div., Columbus, Ohio, already participating on *Today* on behalf of Pream, ordered an additional 79 participations through July 2 (through Benton & Bowles, N. Y.), and Wander Co., Chicago, renewed its contract to call for 51 participations through April 30 for Ovaltine (through Grant Adv., Chicago).

Stern Heads ABC Publicity

APPOINTMENT of Ernest E. Stern as publicity manager for ABC is being announced today (Monday) by John W. Pacey, director of public relations. Mr. Stern has been acting publicity manager since last September. He joined the ABC publicity department in October 1950 as copy chief, was promoted to trade editor in September 1951 and held this position until his advancement to acting manager of publicity.

MR. STERN

CBS Photo Dept. Burns With Loss About $20,000

FIRE of undetermined origin in Columbia Square, Hollywood, last week completely destroyed the CBS Western Division photographic department with a loss estimated at over $20,000.

Photographer Ted Holmes received first degree burns of face and hands as he attempted to extinguish flames. Two firemen also suffered injuries.

Most of the photographic equipment was damaged beyond repair, according to Jay Pennock, department head. Concrete floors prevented water seepage to levels below.

The operation of CPRN and KNX Hollywood, in the same building, continued uninterrupted during the half-hour blaze.

RCA UNVEILS ATOMIC-POWERED BATTERY

Miniature instrument may find first use in pocket radios, hearing aids. Power supply may be good for 20 years.

A TINY atomic battery, which directly converts nuclear energy to electricity and may receive its first practical application in miniature devices like portable pocket-size radios, hearing aids, signal control and other such devices, was demonstrated by RCA at a news conference in New York last week.

Brig. Gen. David Sarnoff, RCA board chairman, who presided at the demonstration held in his office in the RCA Bldg., said RCA experiments indicate the possibilities of thimble-size atomic batteries which may be developed to a commercial stage so that they will supply power for radio receivers and other kinds of apparatus for at least 20 years.

He said the development may prove as significant as Edison's conversion of electricity to light and said the RCA battery is a "major breakthrough" toward converting atomic radiations to electricity, a goal, he said, was sought by science for 40 years.

Gen. Sarnoff said within three months RCA has raised the battery's output from a billionth to a millionth of a watt, through coupling the battery's radioactive source to a transistor-like wafer which instantaneously releases some 200,000 electrons for each electron it receives.

Power Potential

He said it is possible one small container eventually may be the full power source for the American home. The battery was shown by Dr. Ernest G. Linder, who with Dr. Irving Wolff has headed RCA's atomic battery research, and Paul Rappaport, physicist at RCA's David Sarnoff Research Center.

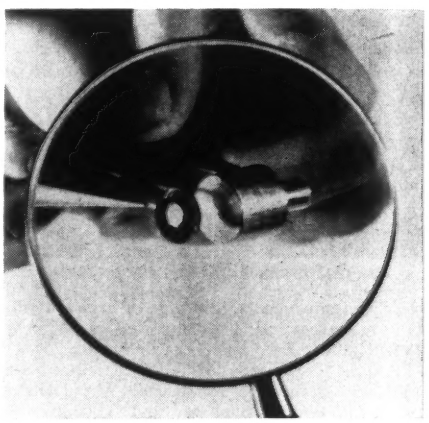
Dr. E. W. Engstrom, executive vice president in charge of the RCA Labs division, said the battery contained the radioactive source and a wafer of semi-conducting crystal. The power source used in the RCA battery is a minute quantity of a long life strontium-90 radioactive isotope obtained as a by-product of atomic reactor operation.

In the RCA battery 1/300 cc of strontium-90 is spread in a thin layer against the wafer, which is alloyed with an impurity material to form a junction. The wafer is bombarded with several billion electrons a second, which as they penetrate, release 200,000 low-speed electrons for each bombarding electron. These low-speed electrons flow across the wafer's junction, providing a voltage low enough to be applied to an electronic circuit and cause a current to flow. This is called an electron-voltic effect, and never before has been put to practical use, Dr. Engstrom said.

The battery provides a current of five microamperes and has an output of about a millionth of a watt. Since the best efficiency of energy conversion to date exceeds 1%, Dr. Engstrom said 1/100th of the energy of the beta particles as they leave the radioactive source is turned into electrical power, the rest being lost as heat.

Efficiency Upswing

He said a refinement of present methods should increase efficiency to 10%, which Gen. Sarnoff said is about the efficiency of the present electric light bulb. Increasing the strontium-90 or placing a number of the 50 millicurie units (such as that used in the battery) can achieve greater power and about 10 such units could operate a transistor-powered radio, he said.



MAGNIFIED are two basic elements of the atomic battery. Cylinder (at right) has thin coating of radioactive material on its face which is placed next to transistor-like wafer. Radiated electrons bombard wafer, release more electrons providing battery's current and voltage.

Although almost any radioactive material could be used in an atomic battery, RCA used strontium-90 because of its high energy beta radiation, its long life, low shielding requirements and its availability in experimental quantities from the Atomic Energy Commission.

Strontium-90 costs about 50 cents per thousandth curie, or about $25 for the amount used in the RCA battery. Expanded use, however, might bring the price down to 2/10 cent per thousandth curie, or 10 cents for the amount used, it was estimated.

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Cigarettes . . . like *Pall Mall*
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Railroads . . . like *New York Central*
Hotels . . . like *Sheraton*
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WCKY's

50 GRAND OF SALES POWER WILL DO THE JOB
The L B Wilson Station . . . Cincinnati Ohio

WCKY

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Gates Radio Co.			
WOMI Owensboro, Ky.	250 w	am	replacement
KDUB Lubbock, Tex.	250 w	am	new station
KOTS Deming, N. M.	250 w	am	new station
KCNA Tucson, Ariz.	500 w	am	standby
WBRO Waynesboro, Ga.	1,000 w	am	new station
WAGS Bishopville, S. C.	1,000 w	am	new station

OTHER EQUIPMENT: General Electric Co. reported last week it shipped a 20 kw amplifier to KVTV (TV) Sioux City, Iowa (ch. 9).

$13 Billion Yearly By '62—Mansfield

Sylvania official assesses future of electronics industry.

GROWTH of America's electronics industry from its current $8 billion annually in sales and revenues to $13 billion annually within the next eight years was predicted last week by Frank W. Mansfield, director of sales research for Sylvania Electric Products Inc., New York.

Mr. Mansfield pointed out that 1953 was television's biggest year to date, with 6.6 million sets sold to the public at a total volume of 1.1 billion. In the period of 1957 to 1959, he added, set sales are expected to average between 5.3 million and 6.9 million, representing a volume between $1.9 billion and $2.5 billion annually. In the period 1960 to 1962, Mr. Mansfield said, unit sales should average between 5.4 million and 8.1 million sets a year, with an annual dollar volume ranging from $1.65 billion to $2.47 billion.

Predicting a continued high level of sales for radio sets, Mr. Mansfield reported that seven million home radios were sold in 1953 for a total volume of $113 million. He estimated that sale of home radios in 1954 will bring in close to $100 million. During the 1957-59 period, Mr. Mansfield added, home set sales will be nearly 7.8 million annually, for a yearly volume of $126 million and sales in 1960-62 will be about 8.5 million sets yearly at a volume of $138 million.

Sees 4.1 Million Auto Sets

Mr. Mansfield expects auto radio sales in large quantities, though not at the high level of 1953 when about 5,200,000 sets were sold at a total volume of $150 million. He said these figures should level off in 1954 to 4,100,000 sets aggregating $123 million. Auto set sales in the 1957-59 and 1960-62 periods, he said, should average from between 3,600,000 to 3,800,000 a year at a volume running some $108 million to $114 million annually.

Sales of radio receiving tubes, television picture tubes, special electronic tubes and other components for repair purposes amounted to $600 million in 1953, according to Mr. Mansfield. He said these sales may come close to $850 million in 1954 and should increase to $1,400,000,000 in the 1957-59 period and to $2,200,000,000 in 1960-62.

Mr. Mansfield said that television and radio broadcasting revenues, together with revenues from radio telegraph and commercial cables, amounted to $1,285,000,000 in 1953 and should increase to nearly $1,400,000,000 in 1954; $1½ billion in 1957-59 and more than $1,800,000,000 annually by 1960-62.

Never Tells a Lie

NEW APPLAUSE meter used on the *Chance of a Lifetime* tv program (DuMont, Friday, 10-10:30 p.m. EST) is claimed to be a "model of truthfulness." According to producer Robert Jennings, the meter, developed by the Weston Electrical Instrument Corp. of Newark, is not influenced by whistles, cat-calls or the stamping of feet. The Weston device totals only applause over a five-second period and weighs "the true worth of the talent itself."

DuMont Creates New Tv Transmitter Div.

CREATION of a new television transmitter department was announced last week by Allen B. DuMont Labs in a move said to be prompted by increased demands for television broadcast equipment. The department will function as an operating arm of DuMont's new Communications Product Division.

It was reported the new department will "greatly enlarge production, sales and distribution activities" of the company's former television transmitter division. In line with expansion plans, the company announced that James B. Tharpe, who has been associated with DuMont in various sales and engineering executive capacities since 1949, has been appointed national sales manager of the television transmitter department.

Named to assist Mr. Tharpe in the new departmental setup are Charles E. Spicer, sales

MR. THARPE

MR. LINK

operation manager; Lewis C. Radford, eastern district manager; Herb Bloomberg, central district manager; Robert J. Myers, western district manager, and Thomas B. Moseley, southern district manager. Plans for expanded activities in each sales district soon will be announced.

Equipment Growth

DuMont said the new department was formed because of "the recent tremendous growth of DuMont's broadcast equipment activities" and "the development over several years of new DuMont broadcast products now in great demand by broadcasters and prospective station operators."

Also announced was the naming of Fred M. Link as director of operations for DuMont's newly formed mobile communications department, an operating arm of the Communications

Roy Thompson,

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

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NBC AFFILIATE IN DETROIT

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CBS RADIO NETWORK IN EL PASO

KROD

600 KC 5,000 WATTS

Advertisers get more *EP

*Effective Promotion . . . includes • 24 Sheets • Texas Size Post Cards • Newspaper Publicity and Ads • P. O. P. Displays • Courtesy Announcements • Sales Meettings • Promotion Reports

All these Effective Promotion services add up to more listeners for your clients' programs and spots . . more sales for your cleints' products.

KROD

Affiliated with KROD-TV Channel 4 and the El Paso Times.

The Branham Company

National Representatives

Products Division. Herbert E. Taylor Jr. is manager.

Mr. Link, formerly president of Link Radio Corp., will supervise market development and distribution of DuMont mobile and fixed-station radio transmitter equipment in all major markets.

RCA Announces New Line Of Color Receiving Tubes

A SPECIAL line of RCA electronic receiving tubes for color tv, embodying five new tube types which "promise greater efficiency in circuit design and a new level of operating efficiency for tv equipment" are available now to manufacturers of home color sets and to color-tv broadcasters, D. Y. Smith, general marketing manager of the RCA Tube Dept., announced last week.

Five Types Listed

They include a two-in-one triode-pentode (RCA-6AN8), described as "useful in at least eight different color-receiver applications"; a sharp-cutoff beam triode for high-voltage regulator service (RCA-6BD4); a half-wave vacuum rectifier tube for high-voltage pulsed rectifier service (RCA-3A3); a pentagrid amplifier tube for gated amplifier service (RCA-6YB6); a half-grid vacuum rectifier tube for damper applications (RCA-6AU4-GT).

The new tubes also have some applications in black-and-white tv equipment and in electronic communications equipment, Mr. Smith said.

GE TO MANUFACTURE, SELL CBS COLOR EQUIPMENT UNDER PATENT AGREEMENT

Similar agreements also being negotiated with other manufacturers. GE also announces modification of black-and-white cameras for live color originations at a cost of less than $6,000.

SIGNING of a patent license agreement granting General Electric Co. the right to manufacture and sell color television equipment developed by CBS was announced jointly by the two companies last week.

CBS obviously regarded the signing as a significant step in its development in the color tv equipment field, and authorities said negotiations for similar agreements are in progress with at least two other major companies.

The CBS equipment to be produced by General Electric includes the new single-tube "Chromacoder" color television camera and the "Chromacoder" which translates scenes picked up in CBS' old field-sequential color into the NTSC-approved compatible system of color before the signals go out on the air. When unveiled last fall, the equipment was described by CBS officials as substantially less expensive and less complex than existing comparable apparatus while at the same time offering high quality pictures [B•T, Oct. 12, 1953].

The patent license agreement announced last week also gives GE the rights to produce the color cameras and related equipment for industrial and closed circuit tv use.

GE also announced plans to modify existing black and white tv cameras for live color program origination.

The company estimated factory conversion of an existing camera of any manufacturer can be made for less than $6,000 on a production basis.

The conversion plan was described as simplifying the conversion to color, and at considerable savings to the broadcaster.

Dr. W. R. G. Baker said GE engineers, working with CBS, currently are designing commercial prototypes of the Chromacoder and the Chromacoder cameras, which were developed by Dr. Peter C. Goldmark, vice president of the CBS labs. div.

"The cameras, which embody significant improvements devised by engineers of both companies, are already being built," Dr. Baker reported. "Four have been ordered by CBS and will be delivered before March 1, 1954. A commercial prototype of the Chromacoder is now being designed and GE plans to demonstrate it and offer it to broadcasters by the second quarter of the year." It was reported to be priced at $40,000.

CBS-TV Using New Gear

CBS-TV currently is using its newly developed equipment in regular color broadcasts under the compatible system.

All transmitters shipped by GE in the future will require only the addition of input equipment in order to handle NTSC color signals. Equipment required to convert an existing station for the rebroadcast of network color programs will cost $13,800, with deliveries scheduled to start in February.

GE also announced its plans to make available by mid-1954 a flexible line of color slide and film handling equipment. It includes a film scanner, 2" by 2" slide scanner, scanner pickup channel and color monitor.

The system is designed on a block-building plan, providing operation for film only, slide only, or both, depending upon the broadcaster's requirements. The system is easily expanded from slide to film or from film to slide.

The company currently has under development a new film projection system, embodying an Eastman continuous motion projector movement.

A station can start with the slide projection system for $32,500, and add the film system for an additional $35,760. Total investment for both would be $68,260.

Do You Know This Man?

He is Don Jamieson, production manager of CJON, St. John's, Newfoundland. He says—

"We have sold SESAC Transcribed Library shows to sponsors who chose them over top-rated package shows. Thus, we've been able to save part of the budget which would have gone for expensive open-enders and realized a greater profit. There is no doubt that broadcasters can gain a lot from the SESAC Library."

AT YOUR STATION — See and hear the SESAC Program Service by dropping a card to—

SESAC Transcribed Library

475 Fifth Avenue **New York 17, N. Y.**

First of RCA Color Cameras For CBS To Be Delivered Soon

Shipment is expected this month with the balance of the million dollar order expected to be filled by June.

FIRST two of the 12 color cameras CBS has ordered from RCA will be delivered this month, with shipments of the balance of the million dollar order completed by June, W. Walter Watts, executive vice president in charge of RCA's Electronics Engineering Department, said Wednesday. These are the same type of camera that NBC is now using "so successfully"

SIMPLICITY and smallness of CBS single-tube "chromacoder" television camera (l) compared with large-sized three-tube color camera is shown here in picture made by GE, which has concluded agreement to manufacture CBS-developed station camera and other equipment. Single tube camera has revolving disc between lenses and body to break up picture into component colors. These field sequential signals are fed to encoding equipment which translates them into official NTSC compatible standards which can then be broadcast.

in telecasting its color programs, Mr. Watts said.

Shipments will also begin this month of the same type of cameras which have been bought from RCA by WKY-TV Oklahoma City, WBAP-TV Fort Worth, WBEN-TV Buffalo, WTMJ-TV Milwaukee, WCCO-TV Minneapolis and KTLA (TV) Los Angeles, Mr. Watts reported.

At the same time, Dr. E. W. Engstrom, executive vice president in charge of RCA Labs Division, reported substantial progress in developing a single tube that will do the work of the three color pick-up tubes used at present. Noting that in research with various methods of color tv pick-up "we have found the single-tube, all-electronic camera to be superior in principle to all other known types," Dr. Engstrom said that since a laboratory model of the single-tube color camera was first demonstrated last year the sensitivity and quality of the picture have been increased.

"We have sought to create a color camera that will enable direct pick-up with a single tube that does not require coding and decoding from an incompatible to a compatible system. Our new single pick-up tube achieves this result. Also, it is simple, flexible and rugged," Dr. Engstrom said. The tube operates on the standards approved by the FCC, he noted, stating that although it is still undergoing development, the "progress already made assures its ultimate availability for commercial use.

"This new single camera tube promises to reduce substantially the size as well as the cost of tv color cameras and the apparatus associated with them," Dr. Engstrom stated. "When commercially produced, it is expected that the new one-tube camera will replace all other presently known methods of picking up color tv programs both in studios and outdoors."

AT&T Loop Complete In 2,400-Mile Relay

CONSTRUCTION was to be completed last weekend on the final two sections—New York-Albany and Buffalo-Cleveland—of a 2,400-mile radio relay system that ultimately will make available four network tv channels along a somewhat circular route with Washington, New York and Albany on the eastern extremities and St. Louis and Chicago on the western end of the loop, AT&T announced Friday.

The circuits in the system, AT&T explained, would be arranged to permit any interconnected station to originate a tv program and transmit it to all other cities on the system. Major cities on the network loop would include New York, Schenectady, Albany, Syracuse, Rochester, Buffalo, Erie, Cleveland, Toledo, Chicago, St. Louis, Terre Haute, Indianapolis, Dayton, Columbus, Pittsburgh, Washington, Baltimore and Philadelphia.

Service on the two new sections was scheduled to begin early this week, with full operation expected late this summer, AT&T said. In addition to its tv use, which will increase the flexibility of network tv, the system can also be used for telephone service.

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2. Strong audience impact
3. Inherent listener loyalty
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WEVD 117-119 West 46th St.,
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No. 1 Radio Buy in New Haven

Merchandising
more guaranteed in-store food display than any other New Haven station.

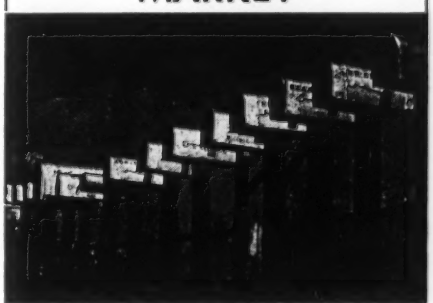
Programs
live wire local plus NBC affiliation = proven audience.

Saturation
run of station • day and night • 20 spots a week • 1-13-26 week package • $45—$48—$60 per week.

— three steps cover — New Haven's ultra-rich market on

WNHC radio • ASK KATZ

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

50,000 Color Sets, Kintner '54 Prediction

SOME 50,000 tv color sets will be available by the end of 1954, Robert E. Kintner, president of ABC, predicted at 78th annual convention of U. S. Brewers Assn. in Los Angeles last week. However, it will be about two years before color tv will have enough viewers, with between 500,000 and 2 million sets in use, to make it a "real nation-wide institution," he said.

Black-and-white tv, on other hand, will effectively blanket entire country within next six to eight years, Mr. Kintner opined. A need for more flexible programming for regional and local advertisers, with film playing an increasingly important role in such programming, was also described to the brewers.

Radio listening has changed in character from a family group audience to listening on a personal basis, probably in conjunction with other activity, and with advent of tv, the ABC president observed. But radio still reaches more people than any other medium, he added, recommending attention of the brewers to the radio audience as a potential market for their product.

Shown at another session of convention was a five-minute Brewers Assn. public relations firm, *Buffet Party* developed especially for feminine tv viewers.

GE Appoints Sales Heads

PREPARING to distribute color receivers, General Electric Co. has divided its radio-tv department by appointing two sales managers —one for monochrome and one for color. Arthur A. Brandt, general sales manager of GE's radio-tv department, announced last week the appointments of Paul H. Leslie as monochrome sales manager, and Joseph F. Effinger, color sales manager.

Color Fervor Cools Emerson Official Says

EMERSON Radio & Phonograph Corp., New York, announced last week that results of recently completed survey by the company indiactes that the average American's desire to buy color television receivers "has cooled off considerably in the past six months."

A company spokesman declined to reveal details on how and where the survey was conducted, except to say it was "an exhaustive study." Breakdown of the survey, as announced by the company, is as follows:

(1) Four per cent will buy color tv as soon as possible, irrespective of price or size of screen (95% of this group had annual incomes in excess of $15,000).

(2) Nine per cent will buy color tv when it costs no higher than $500 (76% of this group were in $7,500-$15,000 bracket and 24% earned more than $15,000).

(3) Forty-one per cent will buy color when price is no higher than $400 and sets have at least 19-inch screens (98% of group were in $5,000-$7,500 bracket.

(4) Forty-two per cent will buy color tv only when sets can be bought at less than $300 with 21-inch screen (this group was almost entirely in the under-$5,000 group).

(5) Four per cent say they will never buy color tv.

(6) Thirty-seven per cent of interviewees said they had been in market for a tv set, either as replacement or as a second set, and 87% of this group said they would not wait for color tv because of high price-small screen factors but would purchase black-and-white sets now.

NEW RCA developmental 19-inch color tube is compared with the current 15-inch color tube by Dr. D. Joseph Donahue, development engineer of the RCA tube plant, Lancaster, Pa. Area of the new tube nearly doubles the 15-incher.

Automatic Station of Future May Be Run by Tape—Temmer

FUTURE use of tape recordings in the operation of a virtually automatic radio station and automatic factory was described last week by Stephen Temmer, vice president and chief engineer of Gotham Recording Corp., New York, before the luncheon meeting in New York of Advertising Men's Post No. 209 of the American Legion.

Mr. Temmer also touched upon color tape in television and motion pictures, and voiced the belief it will be at least 10 years before this development will be refined to the point where it will be practicable.

In another talk, Herbert M. Moss, president of Gotham, traced the growth of his firm since its establishment five years ago.

Triangle Shows Projector

DEMONSTRATION of a rear projection unit, for continuous showing of up to 1,600 ft. (44 minutes) of 16 mm film on a 13x18-inch screen equipped with a shadow box for clear vision in an undarkened room, was held in Washington, D. C., last week by the Triangle Continuous Projector Co., Skokie, Ill. The unit is said to be useful in point-of-sale merchandising by stores in connection with tv programs, in demonstration of films and for direct pickup of films by tv stations equipped only with studio cameras.

Blees Leaves Avco for L. A., Formerly with Crosley Div.

W. A. BLEES, a staff vice president of Avco Mfg. Corp., announced last week that he had resigned and is returning to his home in Los Angeles to look after his interests there. He will continue to serve Avco as a consultant.

Mr. Blees was vice president in charge of sales for the Crosley Div. of Avco from 1948, when he joined the organization, until his reassignment as a staff vice president in New York last July. In the latter post his primary responsibilties were in merchandising and distribution.

MANUFACTURING SHORTS

Amperex Electronic Corp., Hicksville, L. I., N. Y., announces availability of two new point contact transistors, type No. OC50, designed for amplifying purposes, and type OC51, designed primarily for switching operations. A 30-page booklet describing these transistors and containing considerable information on the theory and circuitry of these devices is available from Amperex without charge.

Reeves Soundcraft Corp., N. Y., announces development of magnetic recording tape, which it "unconditionally guarantees will never break or curl when used under normal conditions of recording and playback." To be marketed under trademark name "Lifetime Tape," company claims "it will last, to the best of engineering knowledge, forever!"

Kingdom Products Ltd., N. Y., announces new four-page catalog on Lorenz speakers, Kingdom cabinets and Kingdom Lorenz combination units.

For **MINUTE** spots to **SELL**
Youngstown, Ohio
call any Headley-Reed office or . . .
WFMJ RADIO and TELEVISION
101 W. Broadman St. . . . . Phone RI 3-4121

Advertisers

Leland F. Johnson, executive vice president, Pennzoil Co., L. A., elected president, succeeding late **John B. Beman.**

Bruce W. Wert, media division senior staffman, Goodyear Tire & Rubber Co., appointed assistant manager, advertising and sales promotion departments. **Lee J. Bornhofen,** manager of car dealer sales, named to assist Mr. Wert.

James S. Fish, merchandising manager, General Mills Inc. (home appliance dept.), named assistant director of advertising of that corporation.

Lewis L. Lacy, manager of branch offices, Los Angeles Soap Co., L. A., (White King Soap), named sales promotion manager. **Lawrence W. Nolte,** advertising manager, evaporated milk div., Carnation Co., same city, to Los Angeles Soap Co. as advertising manager.

Oscar C. Orman, sales manager, Robin Hood Div., Brown Shoe Co., St. Louis, to Cole of Calif., L. A. (beachwear), as general sales manager.

Robert J. Stone, formerly director of public information for New Jersey Div. of Civil Defense, to New York public relations staff of Ford Motor Co.

William E. Macke named merchandising manager; **Chester F. Sylvester** named western sales manager; **Harry E. Foulkrod** named eastern sales manager, and **Charles P. Noonan** named manager of marketing services, Packard Motor Car Co., Detroit.

Charles F. Bennett, formerly with Lever Brothers, to Best Foods Inc., N. Y., as product advertising and promotion manager.

Agencies

Henry L. Brown, Robert W. Fisher, G. B. McMennamin, account executives and **Robert F. Carroll,** director of New York news dept., Doremus & Co., N. Y., have been elected vice presidents of that agency.

J. Paul McKinney, sales promotion and advertising manager, Los Angeles Soap Co., L. A,. (White King Soap), to Raymond R. Morgan Co., Hollywood, as vice president specializing in grocery products.

Victor Armstrong, J. Walter Thompson Co., Detroit, to Kenyon & Eckhardt, Detroit, as vice president and account executive on Ford Motor Co., institutional account.

Clifford E. Ball, account executive, Brisacher, Wheeler & Staff Inc., S. F., named vice president. **Howard Gossage,** formerly advertising and sales promotion manager, KCBS San Francisco, to firm's creative department.

Remus A. Harris and **Frank A. Yahner,** account supervisors, The Biow Co., N. Y., have been named vice presidents of that agency.

MR. HARRIS

MR. YAHNER

Bradley A. Walker, vice president, Fletcher D. Richards Inc., N. Y., appointed vice president and general manager of the agency. **Thomas H. Young Jr.,** named assistant general manager, working with Mr. Walker.

Bob Swysgood, account executive and tv director, Curt Freiberger & Co., Denver, to Hoskinson Brothers, builders, as sales manager.

Spencer Nilson, advertising manager, Kerr Glass Mfg. Corp., L. A., to Western Adv. Agency Inc., that city, as account executive.

Harry Torp, media director and space buyer, Geyer Adv. and Kenyon & Eckhardt, N. Y., to Dowd, Redfield & Johnstone, N. Y., and John C. Dowd, Boston, as media director of both agencies, headquartering in New York. **William Monaghan,** Ruthrauff & Ryan, N. Y., to Dowd agency's Boston office as assistant to Mr. Torp.

George H. Plagens, account executive, Color Mail Inc., Cleveland, to Sudler Co., L. A., as copy director.

Allen C. Smith Jr., Aitkin-Kynett Co., Phila., admitted to partnership in that agency.

Alexander Hume Anderson, tv director, Guild, Bascom & Bonfigli Inc., S. F., named vice president in charge of tv production. **Robert LaChance** succeeds as tv director.

William A. Rutherford, account executive, Brooke, Smith, French & Dorrance of the Pacific Coast Inc., S. F., to Conner, Jackson, Walker, McClure Inc., same city, as head of agency's new merchandising dept.

Jack Miller, advertising and sales promotion manager, and federal district sales manager, American Refrigeration Products, S. A., Mexico City, to d'Arcy Advertising Co., L. A., as account executive.

Mrs. LaVerle Teed, recording director and account executive, KEX Portland, Ore., to Richard G. Montgomery & Associates, same city, as radio director and account executive.

Robert N. Clark Jr., recently released from USN, to Wank & O'Rourke, S. F., as assistant account executive.

Eileen Burns, media director, Ambro Agency, Cedar Rapids, Iowa, to W. D. Lyon Agency, same city, as chief time buyer.

Brooks Middleton, creative department director, Glenn-Jordan-Stoetzal Inc., Chicago, to

CHNS
HALIFAX NOVA SCOTIA
THE
SIGNBOARD
OF
SELLING POWER
IN THE
MARITIME PROVINCES
ASK
JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

Cover Central Missouri with KFAL

KFAL beams your selling messages to the same area it takes 9 other stations to cover.

This clear-channel station hits the rich Farm Market hard!

Write today for particulars!

K F A L
900 Kc 1,000 Watts
FULTON, MISSOURI

LIBEL-SLANDER

We have never encountered a Broadcaster who wasn't interested in this hazard—nor one who wasn't exposed to it! Hundreds, nationwide, have our unique

INSURANCE

covering this and related risks, Policies tailored to fit *your* institution. Rates? Almost absurdly low. Details? A letter to us, please.

WRITE FOR DETAILS AND RATES

Employers Reinsurance Corporation
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

Advertising Counselors of Arizona, Phoenix, in similar position.

John R. McCann, production assistant, Hicks & Greist, N. Y., promoted to assistant production manager of that agency.

Evans G. Olwell Jr., formerly copy director at Bendix Home Appliances, Avco Mfg. Corp., appointed director at Gundlach Adv. Agency (division of G. P. Gundlach & Co.).

Newman Myrah, Don Allen & Associates Advertising, Portland, Ore.; **Mike Davenport,** freelance radio producer; and **Howard Thornhill,** Alport & O'Rourke, same city, join H. Richard Seller Advertising, that city, as art director, radio-tv director and account executive, respectively.

Joan Chamberlain, The Biow Co., N. Y., to Foote, Cone & Belding, N. Y., as a copy group supervisor.

Graham G. Berry, formerly with Kudner Agency, N. Y., to VanSant, Dugdale & Co., Baltimore, as a copy supervisor.

D. E. Robinson to C. J. La Roche, Inc., N. Y., as director of research.

Art Napoleon, head of tv commercial film production dept., The Biow Co., N. Y., resigns to enter independent production on the West Coast.

Bernard C. Duffy, president, BBDO, N. Y., has accepted chairmanship of Newspaper Committee and the Radio Broadcasting Committee of the 1954 Development Drive of the New York Arthritis and Rheumatism Foundation.

Robert Belden, merchandising department, Young & Rubicam Inc., Hollywood and **Patricia Klorer** were married.

Alan Garratt, advertising manager, American Cigar and Cigarette Co., N. Y., (Pall Mall Cigarettes), father of boy, Paul Charles, Jan. 18.

Charles B. Cory, 61, formerly with McCann-Erickson Inc. for 15 years and director of Chicago Chapter of Public Relations Society of America died Jan. 22.

Caryl Johnson, medium director, Smith, Benson & McClure, Chicago, died of a heart attack Jan. 19.

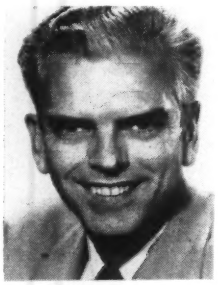
Stations

Gordon Williamson, formerly with sales dept., WTTG Washington, named general manager, WISE Asheville, N. C.

Lindell Christell, formerly advertising and sales promotion manager, General Electric Supply Corp., Omaha, to the national sales staff of May Broadcasting Co., operators of KMTV (TV) Omaha, Neb., and KMA Shenandoah, Iowa.

Hal Henderson, formerly account executive, Frederic W. Ziv Co., N. Y., to WCOL Columbus, Ohio, as account executive.

A. H. Constant, manager, KONA (TV) Honolulu, to KAFY-AM-TV Bakersfield, Calif., in same capacity.



MR. CONSTANT

Allan F. Walters named president of CHUM Toronto, succeeding **John H. Part**, who remains as majority shareholder but will devote more of his time to development of pharmaceutical interests.

Ted Carlsen, former sales manager, KULA-TV Honolulu, to KBID-TV Fresno, Calif., as account executive. **Thelma Anderson,** cooking expert, to KBID-TV as hostess of *Mary Maxwell's Kitchen.*

Jimmy Simpson, sports director-salesman, WNAO-AM-TV Raleigh, named commercial manager WNAO in addition to present duties.

Glenn Shaw, manager, KCCC-TV Sacramento, appointed sales manager, KDYL Salt Lake City.

Wallace Hutchinson, tv promotion manager, John Poole Broadcasting Co., Hollywood, adds duties as special Hollywood sales representative of KBID-TV Fresno, slated to start operations in mid-February.

Gene Rosseau, program director, WWON-AM-FM Woonsocket, R. I., promoted to manager, succeeding **Mitchell F. Stanley,** named manager, WFMJ Youngstown, Ohio.

Chester T. Behrman, program director, WEHT Henderson, Ky., promoted to director of operations for that station.

Don Kirk, newcaster, WCOL Columbus, Ohio, promoted to program director.

Marjorie Benedict, assistant manager, continuity acceptance department, ABC Western Div., adds supervisory duties for KECA-AM-TV Los Angeles; **Virginia Backes,** continuity acceptance secretary, ABC Western Div., promoted to assistant editor, KECA.

David Pound, producer, Radio Free Europe, to WNEW New York production staff.

Fred Gregg, director of promotion, Crosley Broadcasting Corp., named radio and tv director of advertising and sales promotion for Crosley Div. of Avco Mfg. Corp., Cincinnati.

Rosemary Goetting, publicist, Ettinger Co., Hollywood, to KCOP (TV) same city, as public relations director.

William Sweet, engineer, KCOP (TV) Hollywood, to KBIG Avalon in similar position.
George B. Reeves, formerly of WINN Louisville, to WKRC Cincinnati announcing staff.

Ed Farron, staff announcer, WBBM Chicago, appointed weekend supervisor of announcing staff, replacing Jack Taylor, who moves to WBBM-TV.

Welbourn Kelley, who recently resigned as Munich program manager of Radio Free Europe, returns to New York City to resume freelance radio and television writing.

Jerry Crocker, formerly with Valley Records, Inc., to KREL, Baytown, Texas, as program manager. **Jay Shepard** moves over to announcer's duties that station.

Robert T. Mason, general manager, WMRN-AM-FM Marion, Ohio, met with Ohio's Gov. Frank Lausche and state leaders of the Crusade for Freedom to coordinate plans for the coming campaign.

Robert L. Cromwell, in charge of promotion and merchandising, WHIZ-AM-TV Zanesville, Ohio, declared a winner in RCA's "What's the Big Idea" promotional contest.

Jim Murray, formerly producer-director, WSB-TV Atlanta, named "Atlanta's Young Man of the Year for 1953" by the Junior Chamber of Commerce.

Hugh R. Murchison, president, KPOL Los Angeles, elected to 13th term as president, board of directors, Union Rescue Mission, L. A.

Robert E. McClure, major stockholder in KOWL Santa Monica, and co-publisher of *Santa Monica Evening Outlook*, appointed to California State Highway Commission by Gov. Goodwin J. Knight.

Glenn Ryle, announcer, WCPO-TV Cincinnati, father of girl, Cheryl Ann, Jan. 20.

Ann Slater, publicist, KNBH (TV) Hollywood, and **Robert Anderson,** vice president, Stodel Adv. Co., that city, were married Jan. 29.

Phillip Wray, 36, engineer, KHJ-TV Hollywood, died of heart attack Jan. 18.

Networks

John K. Herbert, who resigned as an NBC board member and as vice president in charge of tv network sales at the end of 1953, after more than three years with network [B•T, Dec. 28, 1953], named executive publisher of the Hearst's *New York Journal-American.*

Frederick Jacobi Jr. has been promoted to post of press manager of the NBC Film Div., Carl M. Stanton, vice president in charge of the division, announced.

A. H. McHardy, chief assistant editor, KECA Los Angeles, assumes same duties, ABC Radio Western Div.

William Bennington, director, NBC-TV Hollywood *Pinky Lee Show*, and **John Lyman,** di-

32 agencies placed $563,600,000 in 1953 Radio-TV Billings
— *Broadcasting Telecasting*

Advertising Agency Magazine has 1,640 subscribers in these 32 top-billing agencies alone!

Highest circulation in these key agencies . . . and highest in other agencies where a whopping share of total Radio-TV business is handled! Your sales story reaches virtually *all* agencies: 8,345 paying subscribers constitute top agency circulation among all advertising or broadcasting publications.

ADVERTISING AGENCY MAGAZINE
48 West 38th Street, New York 18, N. Y.

rector. NBC-TV same city, *Breakfast in Hollywood*, exchange directorial duties.

Richard George Pedicini, NBC Hollywood staff writer, has resigned to accept assignment writing *Last Man Out* radio series (NBC, Sun., 10-10:30 p.m. EST).

William Bouchey, star of NBC Radio's *Dr. Paul*, assigned role in Paramount Pictures feature film, "The Bridges at Toko-ri."

Bill Cullen, panelist on CBS-TV *I've Got a Secret*, moves to West Coast as m.c. on CBS-TV *Place the Face*.

Karel Pearson, production manager, NBC Radio Hollywood, named program manager, replacing **Harry Bubeck,** who resigned Jan. 21. **Robert Seals,** business supervisor, NBC Radio same city, succeeds Mr. Pearson as production manager.

Tom McMahon, sports director, DuMont Television Network, received a plaque from Mayor Samuel Dicker of Rochester in recognition of DuMont's "outstanding work in the sports telecasting field."

Gene Wall, video recording engineer, ABC-TV Hollywood, adds duties as instructor in electronics at Los Angeles City College evening div.

Hank Newman, music engineer, ABC Radio *Mike Malloy* series, adds writing credit with sale of two scripts to series.

Ralph Edwards, star of NBC Radio *Truth or Consequences* and NBC-TV *This Is Your Life*, was m.c. of annual meeting of L.A. Council, Girl Scouts of America.

Kathryn S. Cole, NBC manager of information, spoke before meeting of Dobbs Ferry (N. Y.) Women's Club on "The Educational Value of Radio and Television."

George Herman, CBS Radio's White House correspondent, to address first annual Newsmen's Conference at Bucknell U., Lewisburg, Pa., on Feb. 12. He will discuss his experiences with Far Eastern problems and attitudes during his assignment to the Orient from 1950 to 1953.

Wade Arnold, NBC producer, to address Chicago Heart Assn. at the Morrison Hotel Jan. 28 on *Only One to a Customer*, title of radio script that won him American Heart Assn.'s first annual Howard W. Blakeslee Award.

Paul Harvey, ABC commentator, is author of book expressing his views on variety of subjects, *Remember These Things*, published last Monday by Hanover House, N. Y.

Dick Noble, NBC Chicago announcer, appointed chairman of public relations committee of Joint Illinois Teacher Training Institute Alumni Council.

Jane Pickens, singer, has been signed by ABC-TV to star in *The Jane Pickens Show*, starting Sunday, Jan. 31, 9:15 p.m. In addition to her new tv series Miss Pickens will continue on radio for NBC on Mondays-Fridays.

Dennis Day, radio, tv and motion picture personality, appointed "America's Heart Ambassador for the 1954 Heart Fund," and in this capacity will visit a number of cities, starting early in February, for network and local radio and television appearances.

Film

John McPartlin has resigned as sales manager of WNBQ (TV) Chicago to join the film syndication div. of Motion Pictures for Television Inc. as account executive in Chicago.

MR. JAEGER

Andrew P. Jaeger, vice president in charge of sales, Prockter Syndications International, to Screen Gems Inc. (Columbia Pictures tv subsidiary), as director of New York sales.

Jack Trindle, freelance tv writer in Hollywood and formerly studio coordinator at NBC-TV Chicago, to staff of Kling Studio's motion picture-tv dept. as continuity writer.

Ed Blondell, lighting director, KCOP (TV) Hollywood, resigns to freelance and continue in that capacity on *Liberace* and *Life With Elizabeth*, film packages syndicated by Guild Films.

Roderick P. Sweet, 23, film technician, Technicolor Inc., Hollywood, died Jan. 21.

Manufacturers

Harry Oedekerk, president, Hycon Mfg. Co., Pasadena (photographic and electronic equipment), elected chairman of board, that company. **Alden E. Acker,** director, elected president, succeeding Mr. Oedekerk.

William J. Helt, formerly general sales manager, Raytheon Mfg. Co.'s Tv-Radio Div., appointed president of that company's Appliance Distributors Inc., Indianapolis. **J. Forrest Bigelow,** head of Raytheon's radio-tv development dept., appointed manager of engineering and development for firm's radio and tv div.

Harold D. Conklin, vice president and general manager, Admiral Distributors Inc., promoted to general sales manager of Admiral Corp.

Arnold Henderson, assistant to director of sales and advertising, Emerson Radio & Phonograph Corp., promoted to assistant to vice president in charge of sales.

John Jipp, Southwestern regional sales manager for Motorola Inc., to Ampex Corp., Redwood City, Calif., as manager of instrumentation recorder sales.

Rudolf Feldt, formerly manager of the instrument division plant, Allen B. DuMont Labs Inc., Clifton, N. J., named manager of newly-created instrument division of Federal Telecommunication Labs., Nutley, N. J., research unit of IT&T.

MR. FELDT

Humbert P. Pacini, assistant manager, engineering dept., Allen B. DuMont Labs Inc., Clifton, N. J. (tv receiver mfg. div.), named manager of engineering dept.

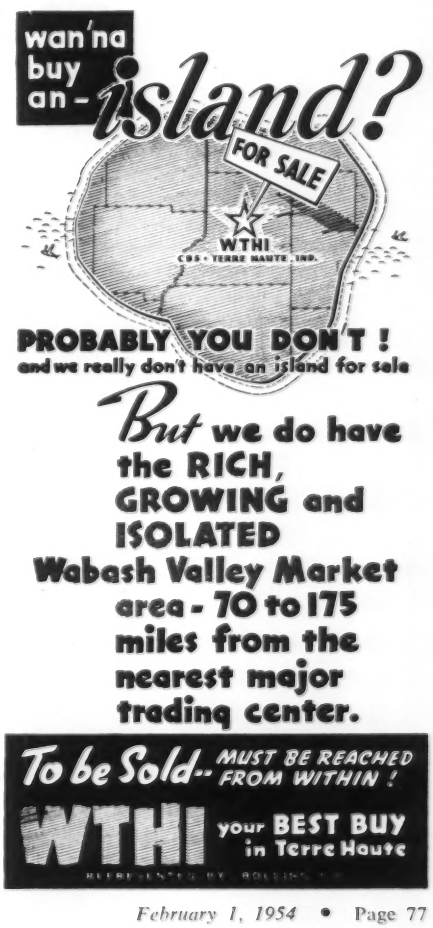
Andrew C. Jorgensen, 57, vice president for Tangier, North Africa and the Near East, MacKay Radio & Telegraph Co., died Jan. 25.

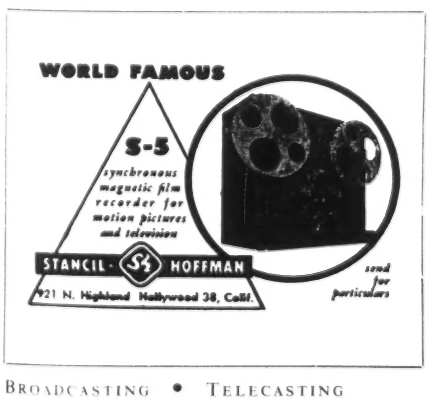
Trade Associations

William B. Caskey, general manager, WPEN-AM-FM Philadelphia, elected president of Philadelphia Radio & Television Broadcasters Assn.

Francis C. Coughlin, continuity director, WGN Chicago, elected a director in Chicago Press Veterans Assn.

MR. CASKEY


wan'na buy an-island?
FOR SALE
WTHI
CBS • TERRE HAUTE, IND.
PROBABLY YOU DON'T!
and we really don't have an island for sale
But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.
To be Sold-- MUST BE REACHED FROM WITHIN!
WTHI
your BEST BUY in Terre Haute



HAWAIIAN BROCHURE

A FUCHSIA colored promotional brochure, featuring a hula girl, has been sent to advertisers and agencies by KULA Honolulu. Titled *The Hawaiian Story,* the booklet shows Honolulu's favorable comparison to U. S. cities in population, sales and buying power, stating that yearly $7,198 per family buying income is 30% higher than American average. The booklet also points up KULA's coverage, claiming it to be equal to that of 21 daily and weekly newspapers, "blanketing the market . . . and with a single rate card!" KULA's program schedule includes broadcasts in Japanese, Chinese, Filipino and Korean and "One budget can buy *All* Hawaii," the brochure states.

EDISON PREMIERE BROADCAST

WVNJ Newark presented a special broadcast from the Thomas Alva Edison Foundation and Museum in West Orange, N. J., in connection with the premiere showing of the motion picture, "Richie Goes Into Business." The picture, produced and edited by staff members of WVNJ and the *Newark News,* is dedicated to the memory of Mr. Edison, who was a newsboy as a youngster.

WWRL STORE PROMOTION

WWRL WOODSIDE, L. I., has launched a promotion in approximately 3,000 super markets, grocery stores and drug stores in Negro sections in the New York metropolitan area. It has arranged to place in the stores plastic shelf tapes featuring WWRL personalities endorsing sponsors' products as well as promoting the station's broadcasts aimed at the Negro market.

WGUY SETS 'THE CLOCK'

NEW morning schedule of WGUY-AM-FM Bangor is centered around *The Clock,* six days a week program (6-10 a.m.). The program features 50 musical selections daily plus frequent news, weather and time reports., A sales promotion campaign, using direct mail, telegrams and personal sales calls is under way. *The Clock* started its first day with 24 ads, 11 of them new.

'GUEST HOUSE' CONTEST

ENTRIES from 27 states and Canada, totaling 8,175, were received in WJR Detroit's *Guest House* contest. Listeners wrote 50 words or less on why they liked the *Guest House* program. A grand prize of a radio-phonograph console and nine clock radios were announced as prizes and details were announced exclusively on the *Guest House* program, half-hour musical variety show, emceed by Bud Guest.

'MAGIC WORDS' CONTEST

KXLY and KXLY-TV Spokane have begun a "Magic Word" contest, KXLY offering a 1954 Ford Fordomatic as top prize and KXLY-TV offering a 1954 Oldsmobile "88." Each day during the contests, which are separate and distinct, both stations periodically announce "Magic Words" during the day's broadcasts. Contestants write down the words they hear during any ten days of the contest's duration. The person submitting the most complete list of "Magic Words' announced for each of the ten days they select will be proclaimed the winner. Stations report tremendous interest in the Spokane radio and tv markets.

TAPE GUESSING RESULTS

A TOTAL of 2,398 postal card entries over a 10-day period were received by WLWA Atlanta in a recent tape guessing contest, which featured two Ampro tape recorders as prizes. According to that station, this was the biggest response given any similar promotion last year. Viewers tried to guess the length of tape piled into a wire bicycle basket, after being shown a five-inch reel of tape which gave some idea of how much space 600 feet of tape occupies. The winners guessed within inches of the correct length, 2,349 feet, 4 inches.

WCFM ART SYMPOSIUM

AN EXPLORATION of Washington art resources will comprise the major part of February programming on WCFM (FM) Washington, according to a release from that station. The WCFM art symposium will feature local and national art figures, including a recorded interview with 93-year-old Mrs. Anna Mary Robertson Moses, better known as "Grandma Moses." The interview was recorded at the New York Herald Tribune Forum in mid-October. The WCFM series will be heard each weekday at 10 p.m.

SENATORS DISCUSS ISSUES

RADIO and tv series, *Your Senators' Report,* has gotten underway at WGN and WGN-TV Chicago, with Sens. Everett Dirksen (R-Ill.) and Paul H. Douglas (D-Ill.) dividing time. Program is designed to present both sides of current issues. WGN-TV started series Jan. 21 at 8:15 p.m. and WGN Jan. 23 at 10 p.m.

Demand Supplied

PECK's Department Store, Kansas City, is supplying tv program listings which the *Kansas City Star* and its morning *Times* —the city's only newspapers—do not carry. The store last December began using two pages back-to-back in the *Star* each Sunday listing all programs of the four Kansas City tv stations for the coming week. Sheet folds into an eight-page folder of one cover page and seven others, each divided between the program listings and an ad for Peck's merchandise.

MARINE RECRUITING SHOW

THE UNITED States Marine Corps has produced a 15-minute, 13-week transcribed radio series titled the *Eileen Barton Show,* featuring that Coral Records' recording star. Joe King will emcee the series and music will be furnished by Alvy West and his orchestra. The series will be hand-placed by recruiters and will be released in recruiting areas.

FROM THE HALLS OF KVOE

MUCH of Sunday programming at KVOE Santa Ana, Calif., is aimed at 5,000 marines and 1,500 civilian employees of nearby El Toro Marine Base, starting at 10 a.m. with a base band concert which is tape recorded and represented on station's *Salute to Sunday* program later in day. From 12:30 to 3 p.m., six marines from the base public information office are on duty broadcasting *Flying Leathernecks,* an easy-going "bull session" type of program.

WIKK WINS TRIP

AN EXPENSE-paid week's holiday trip to Bermuda for two was won by WIKK Erie, Pa, in a contest among 22 radio stations which comprised the 1953 Cleveland Browns broadcasting network, which was originated by WTAM Cleveland, NBC outlet there. Stations submitted individual promotional efforts of the Brown's broadcasts carried over their facilities and a study was made of all documented entries to determine the winner. The award was presented on behalf of NBC Inc. and WTAM to Charles R. Kinney, WIKK general manager.

CALL LETTER SLOGANS

FIRST prize of $200 for best use of letters KABC, new call letters of KECA Hollywood effective today (Feb. 1), will be awarded in slogan-writing contest on station's *Beat the Record* program. Slogans can be on any topic (i.e., going to church, safety, fire prevention) so long as letters K, A, B and C are used in correct order. Two additional prizes, $100 and $50, will be given runners-up in contest.

...still stacking up sales! in the GREATER OREGON MARKET

▶ A leading national grocery chain has been using station **KGW** continuously for more than 3 years with outstanding results—proof positive KGW advertising pays off for advertisers who insist on their money's worth.

For real sales results use KGW—an economical and efficient medium for covering the rich Oregon market.

For details, contact any office of Edward Petry, Inc.

*Name on request.

KGW

Affiliated with NBC

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas
by Appointing us Your Spokesman
KFRO "Voice of Longview" — TEXAS

The Tape That Mirrors the Original Sound

irish
BRAND
GREEN BAND Professional

THE FINEST TAPE YOUR RECORDER CAN USE

Just as the reflection of a perfect mirror is faithful to the original image, in every detail, so too does IRISH Green Band RECORD, RETAIN and REPRODUCE the original sound with flawless fidelity.

Instruments will reveal that IRISH Green Band offers lower noise level, uniform sensitivity, minimum amplitude variation, less distortion.

But instrument tests are only the landmarks of good design and production. The final proof is in the hearing. To appreciate the quality of IRISH Green Band, it must be listened to, and compared with other tapes on the same recorder.

You will find that the only limitation to IRISH Green Band quality is the limitation of the tape recorder itself . . . it is the finest tape your recorder can use.

irish
GREEN BAND
Professional

is fast becoming the choice of audio engineers in broadcast stations, recording studios and wherever sound quality is of paramount importance.

1200 feet on plastic reel **$5.50**
2400 feet on metal or fiberglas reel **12.85**

One day you will surely use IRISH . . . so write today for free sample reel.

SOUND RECORDING

At all leading radio parts distributors

ORRADIO INDUSTRIES, INC.
OPELIKA 9, ALABAMA
World's Largest Exclusive Magnetic Tape Manufacturer
EXPORT DIVISION: Morhan Exporting Corp., 458 Broadway, New York, N. Y.

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING

A la carte

Think of the range of choice film offers. For with film you can select clips from libraries containing millions of feet. And film clips wisely inserted, help change pace, set new scenes without expensive location shots . . . thereby help spark "live" shows, help cut costs everywhere. They are available on nearly every conceivable subject through commercial film libraries . . . and *made on* **EASTMAN FILM.**

For complete information, write to:
Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

Agents for the distribution and sale of Eastman Professional Motion Picture Films

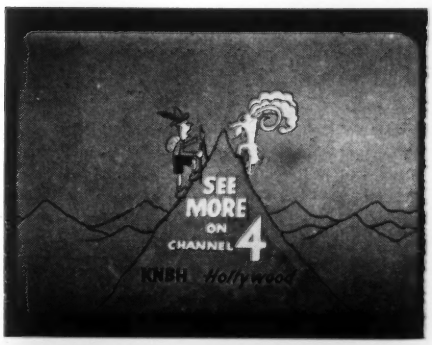
W. J. German, Inc.
Fort Lee, N. J.; Chicago, Ill.;
Hollywood, Calif.

features

- Among radio program types, music holds up best against tv competition. Page 82.
- How a radio station trained its own staff for tv. Page 84.

A PAUSE FOR STATION IDENTIFICATION

Station slogan "See More on Channel 4" gets constant promotion on I. D.s used on KNBH (TV) Los Angeles, as this sampling of the outlet's station breaks reveals. KNBH makes a special effort to sell 10-second station break commercials, using these cartoon breaks at times during the day and evening when the I. D. spots are not sold. B•T invites other stations to submit their I. D.s for publication in this series. The editors reserve the right to use only those which are believed to have merit.



Among principal types of radio programs, music holds up best when television comes to town. At least that was so in Tulsa, as this analysis shows. The author is a radio veteran, having been associated with the Brown Schools stations as vice president of KOME Tulsa, 1951-53; general manager of KGER Long Beach, Calif., 1949-53, and general manager of KUOA Siloam Springs, Ark., 1935-53. He is now assistant to Rep. James W. Trimble (D-Ark.).

Music on Radio Holds Own Against Tv

by Storm Whaley

AN AUDIENCE study recently made in Tulsa, Oklahoma, shows that radio music programs have held their own and sometimes gained in rating points against television during the time that television was having its market honeymoon.

Tulsa is served by six am outlets, and in the fall of 1949 the city's only television station began to broadcast on vhf.

The purpose of the audience study was to find the type or types of radio programs which offered the strongest resistance to aggression by television. We analyzed the seven city-wide surveys which were made in Tulsa when tv service was a factor.

The first such survey was made in the winter of 1949-50 coincident with the virtual beginning of television in the market. Our concern was not with individual station popularity, but with the comparative ratings from survey to survey which were achieved by the various kinds of programs. We classified all broadcasts of the Tulsa stations as follows: music (all types of musical programs), audience participation shows, serial drama (soap opera, kid strips), drama (mysteries, complete dramas), religion, comedy, variety, news, miscellaneous speech (special events, sports).

The period by period station ratings were re-classified under these nine heads. Averages for each classification were computed for the major segments of the broadcast day.

A summary of the averages is contained in Table II on page 84.

As television became available more hours per day, and regular programs were offered for viewing first in the evening, then in the afternoon, and finally in the morning, the radio program preferences reacted with each successive expansion of television service. In each case there was a shift to music. When plotted against a time base it is possible to date the arrival of television in each segment of the day by noting the upturn in the music "share of audience." (See charts below.)

TABLE I. MUSIC PROGRAM TIME AND MUSIC SHARE OF AUDIENCE (MARCH, 1950 vs. MARCH, 1952)

Segment:	Increase in Music Share of Programs	Increase in Music Share of Audience
Afternoon	15%	50%
Evening	84%	200%

(No comparison was made of morning segment because there was no television service available during the mornings until after March, 1952.

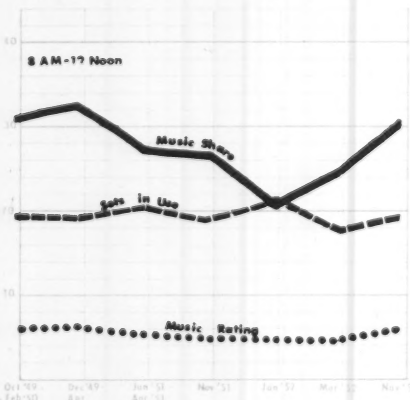
It is significant that the *rating* for music shows gain at the time the total sets-in-use percentage was on the decline.

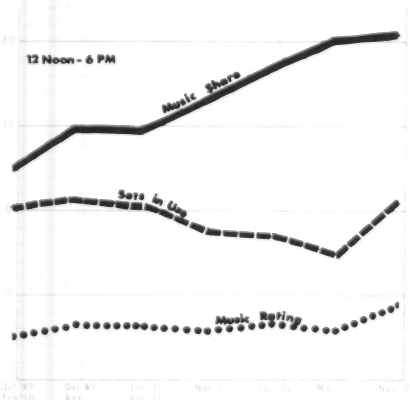
We attempted to determine if type of music had any bearing on its "tv resistance," but no significant pattern was apparent.

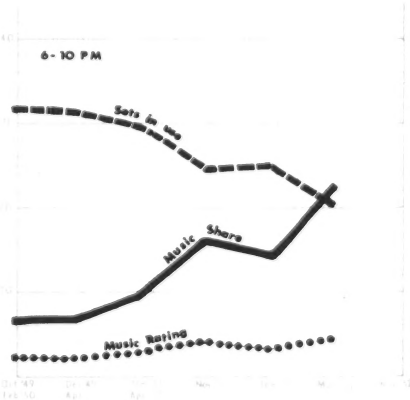
There was an increase in the number of music programs offered during the study period. It might be guessed that the increase in the share of audience merely reflects the fact that a greater share of program time was devoted to music. Table I indicates that this is not the case.

The overall accuracy of the study should be high. In the seven surveys more than 240,000 calls were made. The segments of the day were large enough to make the averages meaningful. Individual radio station gains and losses had no effect because all were included.

A further extension of the method of this study can be applied now in that the market has re-established its stability. This study may reveal the effect of specific types of tv programs on the audience of specific types of aural presentations.







These three charts show how music share of radio audience grew despite tv development in Tulsa. Tv station operated in evening throughout survey period, began signing on at 3 p.m. in March, 1951; giving full afternoon service in September, 1951; opening at 11 a.m. in November, 1951; at 10:30 a.m. in January, 1952, and operating full time in July, 1952. Note: November, 1952, survey used technique different from other six and hence data is not comparable, is shown here for morning and evening segments only to indicate relative standings. November, 1952, survey also covered different evening hours and hence no plotting was made in evening segment.

Dudley J. Scholten, Vice President of Argus Cameras, explains why:

He doesn't believe in negatives!

When dealers phone for more stock fast—because customers want Argus cameras *now*— Dudley Scholten doesn't believe in negatives. He won't say "No." He uses Air Express.

"Last December 23, for example," he will tell you, "a large Indianapolis camera shop ran out of Model 75's, called us in Ann Arbor headquarters.

"We got together half a gross by noon of December 24 and let Air Express take over from there. That night, the dealer phoned again to say *'Thanks.'* The Air Express delivery had arrived early in the afternoon—and by closing time he had sold out the whole order!

"There's no doubt that the astounding growth of Argus owes much to this policy of reliable, fast distribution. Argus sales rose from a net of some 5-million dollars at the end of 1950 to about 19-million in 1953.

"We ship by Air Express to our outlets all over the country in weights from 4 to 30 pounds, often as much as 120 pounds. Air Express always comes through for us, and we have found that most of our shipments cost us less than with any other air service."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

AIR EXPRESS **Air Express**

GETS THERE FIRST *via U.S. Scheduled Airlines*

TABLE II. SUMMARY OF TULSA RATINGS (BY PROGRAM TYPES)

(See text reference on page 82.)

Survey Dates	Music	Audience Participation	Serial Drama	Drama	Religious	Comedy	Variety	News	Misc. Speech	Sets in use
MORNING (8:00-12:00)										
Oct. '49 - Feb. '50	6.1	2.2	3.7		.3		4.5	.8	1.7	19.5
Dec. '49 - Apr. '50	6.2	1.9	4.1		.2		4.4	1.3	1.5	19.3
Jan. '51 - Apr. '51	5.5	4.3	2.7		.3		3.7	1.6	2.2	20.5
November 1951	5.0	4.4	1.8		.8		4.0	.6	1.8	18.8
January 1952	4.6	5.2	2.1		1.5		4.4	1.4	1.7	21.5
March 1952	4.3	3.9	2.7		1.1		3.4	.9	1.1	17.8
November 1952*	5.8*	4.2*	2.9*		1.7*	.4*	4.6*	.6*	.7*	19.1*
(Tulsa's tv station began signing on at 11:00 in Nov. '51; at 10:30 in Jan. '52; full time July '52)										
AFTERNOON (12:00-6:00)										
Oct. '49 - Feb. '50	5.2	1.7	8.8				.9	1.8	.5	20.6
Dec. '49 - Apr. '50	6.3	1.5	8.9				.3	2.6	1.1	21.3
Jan. '51 - Apr. '51	6.1	1.0	8.3		.1		.9	1.7	.8	20.8
November 1951	5.8	1.2	5.7				.5	1.2	1.5	17.5
January 1952	6.4	.5	6.1				1.1	2.3	.5	17.5
March 1952	5.8	.6	4.8				.3	1.7	1.0	14.5
November 1952*	8.4*	.4*	7.0*				.9*	2.6*	.5*	20.8*
(Tulsa's tv station began signing on at 3:00 in March 1951; full afternoon service began Sept. 1951)										
EVENING (6:00-10:00)										
Oct. '49 - Feb. '50	2.1	2.3		10.9		6.8	2.5	1.0	.5	31.8
Dec. '49 - Apr. '50	2.1	2.8		12.9		7.5	3.3	2.9	.8	31.5
Jan. '51 - Apr. '51	2.9	1.1		12.9		4.9	1.8	2.7	1.7	29.3
November 1951	4.0	1.0		10.7	.2	3.0	1.4	2.7	1.7	24.5
January 1952	3.6	2.8		9.7	.2	3.5	.5	2.2	1.3	25.2
March 1952	4.4	.8		7.6	.3	3.0	1.2	1.8	1.0	20.5
November 1952* — This survey covered only the hours from 6:00 to 8:00 so not comparable										23.7
(Tulsa's tv station furnished program service during the evening survey hours for entire period)										

(*) Note—The first six surveys listed above were conducted by the same organization, but the seventh (November 1952) survey was made by a different nationally recognized group which used a different technique. The data from the November 1952 survey was included only for the purpose of indicating relative standings. Quantitatively the material should not be compared.

Closed-Circuit Training for Television

If this Shreveport radio station wins a tv grant, it's ready to begin telecasting almost immediately. The reason is that without bringing in outside experts, the station has trained its own staff in tv production by closed-circuit telecasts.

CAN a radio station prepare itself for tv entirely through the use of its own personnel, without calling in high priced experts from other cities?

The answer of KWKH Shreveport, La., is an emphatic yes.

KWKH, with its tv application in hearing before the FCC, has a fully trained tv staff, experienced in televising programs from news commentating to an Esso Standard Oil dealers convention. It accomplished this in its own studios, with its own radio employes, and without bringing in a single outside expert.

The convention was a district meeting of Esso Standard Oil dealers. Since there was no tv station in the vicinity of Shreveport, few of those attending were experienced with television.

KWKH set up the audience section of the convention in one room and the broadcasting, closed circuit, equipment in another. The meeting was opened with a newscast by the Esso Reporter. Speeches, discussions, films and general handling of the convention by its own leaders came from the broadcasting room by closed circuit to the audience room where the tv receiving screens were set up.

The Esso broadcast was only one of scores put on closed circuit by KWKH as its personnel learned the techniques of television so as to be air worthy for actual public broadcasting almost immediately.

Like many other stations, KWKH was caught in the tv freeze, having filed its application with the FCC on June 11, 1948. In July 1952, the application was amended and preparations for tv operation were begun.

Consideration was given to bringing in tv experts from other cities. But the KWKH management felt that its radio personnel could handle the job of self-training via closed circuit. In the technical end, KWKH was fortunate in having two staff members who had kept close contact with tv development. William Antony, KWKH technical director, had conducted experimental tv transmission as early as 1928, and Jack Jones, KWKH studio engineer, had visited

various tv stations and taken tv correspondence courses. Their knowledge and new information, as it was gathered, was passed on to O. S. Droke, chief engineer, and through him to all transmitter engineers.

While technical transmission was being studied and set up through this group, Mr. Jones, Henry Clay, KWKH general manager, and Horace Logan, KWKH program director, began visiting operating tv stations in various parts of the country. Mr. Jones' trips included KRLD-TV Dallas, WKY-TV Oklahoma City, KSD-TV St. Louis and attendance at the 11th Television Training Program conducted by RCA at Camden, N. J. Messrs. Clay and Logan visited WMBR-TV Jacksonville, WMCT (TV) Memphis, KRLD-TV Dallas, WDSU-TV New Orleans, WBAP-TV Fort Worth, WKY-TV Oklahoma City, WAFM-TV Birmingham, WSM-TV Nashville and KFMB-TV San Diego.

Two RCA camera chains, field type sync generator, switcher, master monitor, one Dumitter and one Monotran for distributing purposes, one field type projector, camera tripods, dollies and a Century mike boom

HENRY CLAY

Tv teaching begins at home.

were purchased, and available audio equipment was utilized.

Operation of the equipment, training of studio personnel, and live programs now have been going on for several months. In addition, arrangements were made with the Shreveport Trade School to train its radio and television students, thus rendering service to them and at the same time creating a local pool of basically trained tv personnel.

Church choirs, farm programs, cooking classes, public forums, variety shows, educational programs, newscasts and commentator programs, and various other types of broadcasts have been put on via closed circuit. During the Louisiana State Fair a camera chain was set up in the KWKH booth in the Agricultural Building and visitors could see themselves on tv.

The Shreveport Council of Social Agencies has worked closely with KWKH on much public service tv closed circuit experimenting, as has the KWKH Public Service Council, made up of prominent persons in all fields of activity in the Shreveport area.

Advertisement

From where I sit
by Joe Marsh

Wish I'd Said That

You know Miss Perkins down in the library. Well, she's been driving her own car around our town for a little more than 30 years.

The other day she had a bit of trouble parking down on Main Street. Didn't quite make it the first try, so she pulled out to start over when a fellow waiting to pass started tooting his horn impatiently.

On the second try, she was still having a little difficulty and so this smart aleck leaned out and hollered, "Lady, do you know how to drive?" "Yes, young man," Miss Perkins answered, "I do. But I don't have time to teach you now."

From where I sit, it's not always easy to have a good answer ready when you need it. But when somebody insists that I vote for his candidate, for instance, or choose tea instead of a temperate glass of beer with dinner, I know the answer right off the bat. It's all a matter of personal preference ...and none of us like "backseat driving" from anybody.

Joe Marsh

Copyright, 1954, United States Brewers Foundation

NARTB CODE REVISIONS

NARTB'S two voluntary self-censorship weapons—Television Code and Radio Standards of Practice—carry stronger language covering advertising and program provisions as a result of the NARTB combined board meetings held Jan. 21-23 in Phoenix, Ariz. [B•T, Jan. 25].

In changing the Standards of Practice, the board acted for the first time on this broadcasting document, which had been adopted by the membership at the May 1948 convention in Los Angeles. The radio document thus becomes the opposite number of the Television Code.

The Television Code was revised by the NARTB Television Board as follows:

Page 2. Acceptability of Program Material, new paragraph to be inserted between paragraphs (a)(i) and (a)(ii) as follows:

"Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combatting prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable acquire undersirable meanings, and telecasters should be alert to liminate such words."

Page 3, Acceptability of Program Material, subparagraph (p) revised as follows:

"Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy."

Page 5, Presentation of Advertising, changes in subparagraph 1(b) strike words "seek to" in 5th line and add words in capitals, to read as follows:

"A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified BOTH AUDIO and VIDEO before the sponsor's advertising material is first used, and should be signed off BOTH AUDIO AND VIDEO after the sponsor's advertising material is last used."

Page 7, Time Standards for Advertising Copy, paragraph 1 revised to read as follows:

"In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:"

Page 7, Time Standards for Advertising Copy, insert new paragraph between paragraph 1 and 2 to read as follows:

"Reasonable and limited identification of prize and statement of the donor's name within formates wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the product or its donor over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1 above."

Insert new paragraph between 4 and 5:

"Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program."

Page 7, Time Standards for Advertising Copy in paragraph 4 last sentence to be deleted completely. Also, addition of words in caps to be made in paragraph 5, page 7, paragraph to read as follows:

"Any casual reference BY TALENT in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged."

Page 10 under Regulations and Procedures, V, Section 3 (b), Meetings, changed to read as follows:

"The Television Code Review Board shall meet regularly once each quarter of the calendar year on a date to be determined by the Chairman. The Chairman of the Review Board may at any time, on at least five days' written notice, call a special meeting of the Board."

Radio Code Revised

The Radio Standards of Practice were revised by the Radio Board as follows:

Page 3, insert following language in General after fourth paragraph:

"When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

"A broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements."

Station Authorizations, Applications
(As Compiled by B • T)
Jan. 21 through Jan. 27

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Dec. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,500	533	101
CPs on air	21	27	†255
CPs not on air	115	20	211
Total on air	2,521	560	†356
Total authorized	2,636	580	567
Applications in hearing	127	2	162
New station requests	172	4	178
Facilities change request	149	29	16
Total applications pending	863	133	326
Licenses deleted in Dec.	0	4	0
CPs deleted in Dec.	2	1	7

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Jan. 27

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,530	2,509	142	174	127
Fm	563	537	45	4	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	207	293	500
Educational	12	17	29[1]

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	236	120	356
Noncommercial on air	1	2	3

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	899	337	693	524	1,218[2]
Educational	51		25	26	51[3]
Total	950	337	718	550	1,267[4]

[1] Forty CPs (8 vhf, 32 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 529 already granted.

* * *

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

ACTIONS OF FCC
New Tv Stations . . .

GRANTS

Sioux City, Iowa—KCOM Bcstg. Co. (KCOM) vhf ch. 4 (66-72 mc); ERP 46.18 kw visual, 23.09 kw aural; antenna height above average terrain 500 ft., above ground 519 ft. Estimated construction cost, first year operating cost, and revenue not given. Post office address: 620 Insurance Exchange Bldg., Sioux City. Studio and transmitter location 7th & Jackson Sts., Sioux City. Geographic coordinates 42° 29′ 50″ N. Lat., 96° 24′ 04″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer McIntosh & Inglis, Washington. Dietrich Dirks is president of applicant firm. Grant was made possible by withdrawal of KSCJ which receives option to purchase 50% interest in new tv venture after approval of sale of KCOM. Granted Jan. 21.

Durham, N. C.—Durham Broadcasting Enterprises Inc. (WTIK), vhf ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 523 ft., above ground 500 ft. Estimated construction cost $436,000, first year operating cost $240,000, revenue $350,000. Post office address: P. O. Box 2009, Durham. Studio location: W. Chapel Hill and Duke St. Transmitter location: W. Chapel Hill and Duke St. Geographic coordinates 35° 59′ 40″ N. Lat., 78° 54′ 35″ W. Long. Transmitter DuMont, antenna DuMont. Legal counsel Frank U. Fletcher, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include **Harmon L. Duncan,** president-treasurer (25%); **Virginia D. Duncan,** assistant treasurer (25%); **J. Floyd Fletcher,** vice president-secretary (49.99%), and **Mildred M. Fletcher,** assistant secretary (0.01%). Mr. Duncan is sole owner of WHIT New Bern, N. C. Grant was made possible by withdrawal of competitive bid of WDNC, which receives option to purchase 25% interest in new tv venture. Grant is subject to condition that no stock is purchased in WTIK until that station is disposed of or surrendered. Granted Jan. 21.

Sharon, Pa.—Leonard J. Shafitz granted uhf ch. 39 (620-626 mc); ERP 1.7 kw visual, 0.955 kw aural; antenna height above average terrain 320 ft., above ground 233 ft. Estimated construction cost $90,000, first year operating cost $90,000, revenue $115,000. Post office address 542 South Oakland Ave., Sharon, Pa. Studio location to be determined. Transmitter location on Homewood Drive 350 ft. east of North Buhl Farm Drive, about 1½ miles NE of Sharon, Pa., in Hickory Township, Mercer County, Pa. Geographic coordinates 41° 14′ 44″ N. Lat., 80° 28′ 14″ W. Long. Transmitter and antenna GE. Consulting engineer Sanford A. Schafitz, Sharon, Pa. Sole owner of applicant is **Leonard A. Shafitz,** director of motion picture department of Reynolds Metals Co., Louisville, Ky., and owner of Cinema Products Co. (aluminum photographic dollies for amateur photographers), Louisville Ky. (Mr. Shafitz's brother is Sanford A. Schafitz, consulting engineer and applicant for new am station in Farrell, Pa. Granted Jan. 27.

Tyler, Tex.—Lucille Ross Lansing (KGKB), granted vhf ch. 7 (174-180 mc); ERP 20.4 kw visual, 10.2 kw aural; antenna height above average terrain 540 ft., above ground 470 ft. Estimated construction cost $284,357, first year operating cost $142,610, revenue $130,000. Post office address: Box 548, Tyler, Tex. Studio and transmitter location: S. Beckham & Lake Sts., Tyler. Geographic coordinates 32° 20′ 08″ N. Lat., 95° 17′ 32″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include **Lucille Ross Lansing,** individual owner and managing director (100%). Granted Jan. 27.

APPLICATIONS

East St. Louis Ill.—Broadcast House Inc., vhf ch. 11 (198-204 mc); ERP 316 kw visual, 168 kw aural; antenna height above average terrain 577 ft., above ground 594 ft. Estimated construction cost $115,000. Post office address 5915 Berthold Ave., St. Louis, Mo. Studio location 999 South 6th St., East St. Louis, Ill. Transmitter location 6,000 block of Berthold Ave., St. Louis, Mo. Geographic coordinates 38° 37′ 48″ N. Lat. 90° 17′ 08.5″ W. Long. Transmitter and antenna GE. Legal counsel Franklin C. Salisbury, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include **KSTL St. Louis, Mo.** (12%), Vice President **Frank E. Pellegrin** (3%), vice president-29.29% stockholder KSTL, secretary-32% stockholder WATO Oak Ridge, Tenn., and stockholder WLAF LaFollette, Tenn.; Vice President **Oscar D. Guth** (10%), securities; **George Weber Jr.** (11%), auto dealer, and **Albert G. Blanke Jr.** (15%), investments. Resubmitted Jan. 25.

San Antonio, Tex.—Howard W. Davis tr/as The Walmac Co. (KMAC-KISS [FM]), vhf ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 551 ft.,

above ground 515 ft. Estimated construction cost $370,721, first year operating cost $195,000, revenue $365,000. Post office address 222-224 W. Commerce St., San Antonio. Studio location 222-224 W. Commerce St. Transmitter location U. S. Hwy. 87 & Martinez Converse Rd. Geographic coordinates 29° 23' 24" N. Lat., 98° 21' 00" W. Long. Transmitter and antenna GE. Consulting engineer Frank H. McIntosh, Washington. Mr. Davis is sole owner of KMAC and KISS (FM). Filed Jan. 25.

APPLICATIONS AMENDED

Phoenix, Ariz.—KTAR Bcstg. Co. amends bid for new tv station on vhf ch. 3 to change antenna height above average terrain to 1,609 ft. Filed Jan. 19.

Marquette, Mich.—Peninsula Tv Inc. amends bid for new tv station on vhf ch. 5 to specify vhf ch. 6 (82-88 mc): ERP 16.145 kw visual, 8.7 kw aural; antenna height above average terrain 632.79 ft. Filed Jan. 22.

Buffalo, N. Y.—Niagara Frontier Amusement Corp. amends bid for new tv station on vhf ch. 2 to specify studio location as 184 Barton St. Buffalo. Filed Jan. 22.

Carthage, N. Y.—The Brockway Co. amends bid for new tv station on vhf ch. 7 to change antenna height above average terrain to 725 ft. Filed Jan. 19.

Toledo, Ohio—Toledo Blade Co. amends bid for new tv station on vhf ch. 11 to delete reference to Chairman of the Board F. E. Cottrell, deceased. Filed Jan. 19.

Bristol, Va.—Appalachian Bcstg. Corp. amends bid for new tv station on vhf ch. 5 to specify President Robert H. Smith (25%); Vice President J. Fey Rogers (25%); Secretary Charles M. Gore (16⅔%); Vice President Harry M. Daniel (16⅔%); Treasurer Frank W. DeFriece (16⅔%). Filed Jan. 20.

Washington, D. C.—United Bcstg. Co. (WOOK) amends bid for new tv station on uhf ch. 50 to change antenna height above average terrain to 345 ft. Filed Jan. 19.

APPLICATIONS DISMISSED

Tyler, Tex.—M. E. Danbom, et al d/b as Tyler Bcstg. Co. FCC dismissed bid for new tv station on vhf ch. 7 at request of applicant. Dismissed Jan. 26.

Clarksburg, W. Va. — Clarksburg-Fairmont Corp. FCC dismissed bid for new tv station on uhf ch. 22 at request of applicant. Dismissed Jan. 25.

Existing Tv Stations . . .

ACTIONS BY FCC

KGO-TV San Francisco, Calif. — American Bcstg.-Paramount Theatres Inc. seeks modification of CP for vhf ch. 7 to change aural ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 1,210 ft. Granted Jan. 18; announced Jan. 25.

KSAN-TV San Francisco, Calif.—S. H. Patterson granted modification of CP for uhf ch. 32 to change ERP to 87.1 kw visual 46.8 kw aural; studio and transmitter location to Claradon Heights, between Mt. Sutro and Twin Peaks; antenna height above average terrain 1,089 ft. Granted Jan. 22.

WBUF-TV Buffalo, N. Y. — WBUF-TV Inc. granted modification of CP for uhf ch. 17 to change ERP to 182 kw visual, 91.2 kw aural. Granted Jan. 21; announced Jan. 26.

WAPF-FM McComb, Miss. — Southwestern Bcstg. Co. of Miss. FCC granted request to cancel license and delete fm station on ch. 261. Deleted Jan. 19; announced Jan. 26.

KCEB (TV) Tulsa, Okla.—Elfred Beck granted STA to operate commercially on uhf ch. 23 for the period ending Jan. 28. Granted Jan. 18; announced Jan. 26.

Oklahoma City, Okla.—Oklahoma Educational Tv Authority granted modification of CP for vhf ch. 13 to change ERP to 316 kw visual, 191 kw aural; antenna height above average terrain 1,450 ft. Granted Jan. 18; announced Jan. 26.

WLAC-TV Nashville, Tenn.—Life & Casualty Ins. Co. of Tenn. granted modification of CP for vhf ch. 5 to change transmitter location to near intersection of Brick Church Pike and Old Hickory Blvd., near Nashville; ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 1,370 ft. Granted Jan. 21; announced Jan. 26.

KRGV-TV Weslaco, Tex. — KRGV Tv Inc. granted STA to operate commercially on vhf ch. 5 for the period ending March 15. Granted Jan. 18; announced Jan. 26.

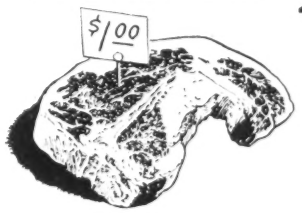
APPLICATIONS

KSLV Monte Vista, Colo.—San Luis Valley Bcstg. Co. seeks modification of CP to change from 1490 kc to 1240 kc and specify main studio location as 109 Adams St., Monte Vista. Filed Jan. 21.

WDAK-TV Columbus, Ga.—Martin Theatres of Ga. Inc. d/b as Tv Columbus seeks modification of CP for uhf ch. 28 to change ERP to 158 kw visual, 85 kw aural; antenna height above average terrain 650 ft. Filed Jan. 22.

KPLC-TV Lake Charles, La.—T. B. Lanford, et al d/b as Calcasieu Bcstg. Co. seeks modifica-

Why does steak cost you twice as much as pot roast?



	No. Lbs. in 1,000-lb. Steer	Retail Price per lb.		No. Lbs. in 1,000-lb. Steer	Retail Price per lb.
Porterhouse, T-bone & Club Steak	35	$1.00	Pot or Chuck Roast	105	$ .52
Sirloin Steak	55	.88	Boneless Rump Roast	25	.90
Round Steak	50	.76	Hamburger	100	.43
Rib Roast	30	.65	Stew Meat & Misc. cuts	50	.54

The retail cuts shown above are the amounts obtained from a typical 1,000-lb. choice grade steer. Retail prices are averages during Mid-November for all kinds of Chicago stores, including cash-and-carry, charge-and-deliver, in high rent areas and in low rent areas. Prices in some stores may be higher . . . in others lower.

It's the law—the law of supply and demand—that makes steak cost more than pot roast.

As you can see, there's about three times more pot roast in a steer than fanciest cuts of steak. That's supply. And, as you know, most people like steak better than almost anything. That's demand.

So steak—with supply limited and demand high—just has to cost more. (It's the same law that makes gold cost more than the more plentiful nickel—diamonds worth more than the less scarce turquoises.)

If each steer provided the same number of pounds of each cut—and if everybody liked each cut equally well—all cuts of beef would be priced exactly the same.

However, regardless of price, all cuts of beef *are* the same in one important respect: They all give you the same complete, high-quality protein—the kind you need every day to help you maintain a healthy body.

AMERICAN MEAT INSTITUTE *Headquarters, Chicago • Members throughout the U.S.*

tion of CP for vhf ch. 7 to change studio and transmitter location to 320 Division St., Lake Charles. Filed Jan. 22.

WICU (TV) Erie, Pa.—Dispatch Inc. seeks modification of CP to change ERP to 207.5 kw visual, 103.8 kw aural. Filed Jan. 22.

STATIONS DELETED

WPAQ-TV Mt. Airy, N. C.—Ralph D. Epperson. FCC deleted tv station on uhf ch. 55 at request of attorney. Deleted Jan. 20.

WCOW-TV St. Paul, Minn.—S. J. Gray et al d/b as WCOW Telecasting Co. FCC deleted tv station on uhf ch. 17 at request of applicant. Deleted Jan. 21.

New Am Stations . . .

ACTIONS BY FCC

Wetumpka, Ala.—Elmore Service Corp., granted 1570 kc, 250 w daytime. Estimated construction cost $8,500.40, first year operating cost $24,000, revenue $30,000. Principals include President **James L. Coley** (20%), president WRFS-AM-FM Alexander City, Ala., and vice president WRLD-AM-FM West Point Ga; **Julia C. Duncan** (20%), vice president WRFS and WRLD; Vice President **Charles H. Whatley** (10%), retail radio and tv dealer; Treasurer **James W. Whatley** (30%), general manager WRFS, and Secretary **Sim Wilbanks** (20%), attorney in Alexander City. Granted Jan. 27.

Ft. Scott, Kan.—Lloyd C. McKenney and John J. Daly d/b as Carthage Bcstg. Co. (KDMO Carthage and KRMO Monett, Mo.), granted 1370 kc, 500 w daytime. Estimated construction cost $25,651.90, first year operating cost $30,000, revenue $36,000. Each partner has ½ interest. Post office address % L. C. McKenney, KDMO Carthage, Mo. Granted Jan. 27.

Existing Am Stations . . .

ACTIONS BY FCC

WKMI Kalamazoo, Mich.—Steere Bcstg. Corp. granted CP to change from 1 kw, directional night, to 1 kw, 5 kw daytime, directional. Granted Jan. 27.

WMBC Macon, Miss.—J. W. Furr. FCC granted permission to remain silent for period of 30 days in order that all equipment may be given complete overhaul. Granted Jan. 21; announced Jan. 26.

WMNE Menominie, Wis.—Menominie Bcstg. Co. granted CP to change from 500 w daytime to 1 kw daytime. Granted Jan. 27.

APPLICATIONS

KSLV Monte Vista, Colo.—San Luis Valley Bcstg. Co. seeks modification of CP to change from 1490 kc to 1240 kc. Filed Jan. 21.

WLON Lincolnton, N. C.—Lincoln County Bcstg. Co. seeks CP to change from 1270 kc to 1050 kc. Filed Jan. 19.

KOPR Butte, Mont.—Copper Bcstg. Co. seeks CP to increase daytime power from 1 kw to 5 kw. Filed Jan. 22.

How to Make a Good Movie on any budget!

FILM and the DIRECTOR

by Don Livingston $4.50

Mr. Livingston, an experienced Director of more than 60 films, tells you how the professional gets the best results from his actors and equipment. You'll learn, for instance:

- *How to achieve good composition and continuity*
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Box 3 60 Fifth Ave., New York 11

Existing Fm Stations . . .

STATION DELETED

WPAM-FM Pottsville Pa.—Miners Bcstg. Service Inc. FCC granted request to cancel license and delete fm station on ch. 238. Deleted Jan. 19; announced Jan. 26.

Ownership Changes . . .

ACTIONS BY FCC

KJNO Juneau, KABI Ketchikan, Alaska — Aurora Bcstrs. Inc. granted voluntary assignment of license to Midnight Sun Bcstg. Co., licensee of KENI Anchorage, KFAR Fairbanks, Alaska. Consideration is 267 shares of stock of the Midnight Sun Bcstg. Co. Principals include **A. E. Lathrop Estate** (98.68%), real estate and operator of theatres and mining properties; President **Miriam D. Kinsey** (1.21%), and Vice President **Harry J. Hill** (0.31%). Granted Jan. 21.

KFSA-FM-TV Ft. Smith, Ark.—Southwestern Pub. Co. granted voluntary assignment of license to its wholly owned subsidiary Southwestern Radio & Tv Co. Granted Jan. 21.

WPRY Perry, Fla.—J. E. Massey and L. C. McCall d/b as Palatka Bcstg. Co. granted voluntary assignment of CP for new am station on 1220 kc, 250 w daytime to Pasco Bcstg. Co., applicant for new am station in Dade City, Fla. Principals in partnership include **Elmo B. Kitts** (25%), general manager and ⅓ owner WEBK Tampa, Fla.; **E. P. Martin** (25%), ⅓ owner WEBK; **Alpha Martin** (25%), ⅓ owner WEBK; **John A. Branch** (12½%), Tampa attorney, and **John D. Goff** (12½%), Tampa attorney. Granted Jan. 27.

WSBC Chicago, Ill.—Julius Miller, Oscar Miller, Bertha L. Miller & Gertrude Miller d/b as Radio Station WSBC granted voluntary assignment of license to WSBC Bcstg. Co. for $180,000. WSBC Bcstg. is owned by Louis B. Lee who is in the air conditioning business. Granted Jan. 27.

KXLW Clayton, Mo.—St. Louis County Bcstg. Co. granted assignment of license to KXLW Inc. No consideration involved as stockholders in both companies are identical. Granted Jan. 19.

KNEM Nevada, Mo.—John Blake, E. Williams, George & Galen O. Gilber d/b as Radio KNEM granted voluntary assignment of license to KNEM Inc. No consideration is involved as there is no change of interest or percentage of ownership. Granted Jan. 21.

WHPE High Point, N. C.—High Point Enterprise Inc. granted voluntary assignment of license to High Point Bcstg. Co. for $50,000. Principals include President **Gary C. Davis** (34.33%), WHPE general manager; Vice President **Homer M. Ridge Jr.** (28.6%), dairy products; Secretary **Dale C. Montgomery** (11.4%), building supplies; Treasurer **D. S. Hedgecock** (14.3%), building supplies; **George A. Covington** (5.7%), Mayor of High Point, and Assistant Secretary **Robert Lee Moore** (5.7%), WHPE chief engineer. Granted Jan. 27.

WPXY Punxsutawney, Pa.—A partnership d/b as Jefferson Bcstg. Co. granted voluntary assignment of permit to corporation of same name with each partner retaining his interest. Granted Jan. 21.

WROL-TV Knoxville, Tenn. — Mountcastle Bcstg. Co. granted assignment of CP for vhf ch. 6 to Greater East Tenn. Tv Inc. for $130,000 and assumption of liabilities. Principals include President **Paul Mountcastle** (37.4%); Executive Vice President **Cowan Roadgers Jr.** (9.85%); Secretary **John A. Ayers,** and Treasurer **Frank A. Tucker** (8.57%). Granted Jan. 27.

KFDA-AM-TV Amarillo, Tex.—Amarillo Bcstg. Corp. granted voluntary transfer of control to Texas State Network Inc. through sale by Wendell Mayes, C. C. Woodson and Gene Cagle of their 25% interests for approximately $525,000, less some $500,000 in obligations. TSN principals include President **Gene Cagle** (34.5%) and **Sid W. Richardson** (62%). Texas State Network owns KFJZ Ft. Worth, WACO Waco and KRIO McAllen, all Texas. Granted Jan. 27.

WCFV Clifton Forge, Va.—Clifton Forge Bcstg. Corp. granted voluntary transfer of control to E. T. Micely and C. H. Lawler through purchase of ⅓ interest from W. G. Mathews Jr. Messrs. Micely and Lawler will now each own 49.2% interest. Granted Jan. 21.

KCLX Colfax, Wash.—Eugene Pournelle & Bradley Kincaid d/b as Whitman County Bcstrs. granted voluntary assignment of license to Eugene Pournelle d/b as Whitman County Bcstrs. through sale of Mr. Kincaid's 50% interest for $7,500. Mr. Pournelle will now be sole owner. Granted Jan. 27.

WOKW Sturgeon Bay Wis.—Door County Radio Co. granted voluntary transfer of control to Chandler F. Harris through purchase of 49% interest from Gerald A. Bartell for $9,500. Mr. Harris will now control 74% interest. Granted Jan. 27.

APPLICATIONS

KFOX Long Beach, Calif.—Nichols and Warinner Inc. seeks voluntary transfer of control to F. A. Fetsch and W. T. McDonald through sale of Nichols' 90% interest for $135,000. Principals include **W. T. McDonald,** oil investments and real estate and **F. A. Fetsch,** oil distributor. Filed Jan. 21.

WRHT Griffin, Ga.—Robert H. Thompson Sr. tr/as Griffin Bcstg. System seeks voluntary assignment of license to Virginia P. Bowen for $75,000. Assignment is contingent on grant of assignment of Miss Bowen's 50% interest in WWNS to Mr. Thompson. Filed Jan. 18.

WWNS Statesboro, Ga.—Robert H. Thompson Sr. & Virginia P. Bowen d/b as Statesboro Bcstg. System seek voluntary assignment of license to Robert H. Thompson Sr. through sale of 50% interest of Miss Bowen for $25,000. Assignment is contingent on grant of assignment of WRHT to Miss Bowen by Mr. Thompson. Filed Jan. 10.

WJBW-AM-FM New Orleans, La.—Louise C. Carlson seeks voluntary assignment of license to corporate entity Louise C. Carlson Inc. Principals will now include President **Louise C. Carlson** (99.9%); Vice President **Edward C. Carlson** (0.01%), assistant general manager WJBW, and Secretary-Treasurer **Mrs. G. C. Battalora** (0.01%). Filed Jan. 15.

KXGN Glendive, Mont.—Lewis Wiles Moore seeks voluntary assignment of license to Glendive Bcstg. Corp. No consideration involved as Mr. Moore retains 99% interest; Mary L. Moore (0.05%), and Elizabeth Kinsfater (0.05%). Filed Jan. 22.

WSSB Durham, N. C.—Public Information Corp. seeks voluntary transfer of control to Edgar L. Clinton, Benjamin Shedleski, Adele Shedleski, and Martin Shedleski through sale of all stock for $18,500. Principals will now include **E. L. Clinton** (50%), salesman WSSB; **Benjamin Shedleski** (1/6), bowling alley owner; **Mrs. Adele C. Shedleski** (1/6) and **Martin Shedleski** (1/6). Filed Jan. 15.

KATL Houston, Tex.—Texas Bcstrs. Inc. seeks voluntary transfer of control to Jules J. Paglin and Stanley W. Ray Jr. through sale of all stock for $157,366. Principals include President-Treasurer **J. J. Paglin** (50%), president-½ owner WBOK New Orleans La.; president-12% owner WCNO-TV New Orleans; president-½ owner WXOK Baton Rouge, La., and president and stockholder KAOK Lake Charles, La.; Vice President-Secretary **S. W. Ray Jr.** (50%), vice president-½ owner WBOK; vice president-secretary-½ owner WXOK; vice president-general manager WCNO-TV, and vice president-stockholder KAOK. Filed Jan. 20.

KCCT Corpus Christi, Tex.—Hector De Pena, Aroldo O. Lerma, Jose A. Garcia, Gabriel Lozano & Hector P. Garcia d/b as International Radio Co. seeks voluntary assignment of license to a corporation of the same name. No consideration involved as each partner retains 20% interest in new company. Filed Jan. 19.

Hearing Cases . . .

INITIAL DECISIONS

Stockton, Calif.—New Tv, vhf ch. 13. FCC Hearing Examiner Millard F. French issued initial decision looking towards grant of application of Radio Diablo Inc. (KSBR [FM]) for construction permit for new commercial tv station at Stockton, Calif. on ch. 13. Action Jan. 21.

Elyria, Ohio—New Tv, uhf ch. 31. FCC Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of Elyria-Lorain Bcstg. Co. for construction permit for new tv station on ch. 31. Action Jan. 27.

Charleston, W. Va.—New Tv, vhf ch. 8. FCC Hearing Examiner John B. Poindexter issued initial decision looking toward grant of application of The Tierney Co. for permit to construct commercial tv station on ch. 8, subject to condition that operation of antenna at location proposed will not adversely affect ability of am station WKNA to operate in accordance with the terms of its license, particularly with respect to its antenna system, and that sufficient field intensity measurements of WKNA shall be made before and after such construction to prove that no material effect thereon has resulted. Action Jan. 27.

WSLS-TV

CHANNEL 10

ROANOKE, VA.

covers

2,312,240 people*

538,480 families*

(see page 47)

*B•T inadvertently ran incorrect figures Jan. 25 issue

OTHER ACTIONS

Phoenix, Ariz.—Vhf ch. 3 proceeding. FCC designated for hearing on Feb. 26 the competitive bids of KTAR and Arizona Tv Co. for new tv stations on vhf ch. 3. Action Jan. 27.

KVOE Santa Ana, Calif.—Voice of Orange Empire Inc. FCC granted application to change operation on 1480 kc, 1 kw, unlimited from nondirectional antenna day and night to nondirectional daytime and directional nighttime. Action Jan. 21.

Hearing Rules Amended—By order, the Commission amended Sec. 1.387 of the rules, effective immediately, so as to make clear that a written appearance must be filed by an applicant or his attorney within 20 days of the mailing of the notice of his designation for hearing, in order to avail himself of the opportunity to be heard. Where an applicant fails to file such statement, and has not filed petition to dismiss without prejudice within the specified time, his application will be dismissed with prejudice for failure to prosecute. Also, any person named as a party to a proceeding who fails to file a written appearance within the 20-day period shall, unless good cause for such failure is shown, forfeit his hearing rights. Action Jan. 21.

Paducah, Ky.—Vhf ch. 6 proceeding. FCC designated for hearing on Feb. 26 the competitive bids of Columbia Amusement Co. and Paducah Newspapers Inc. for new tv stations on vhf ch. 6. Action Jan. 27.

Baton Rouge La.—Vhf ch. 2 proceeding.—By order, the Commission dismissed as moot petitions filed by Louisiana Tv Bcstg. Corp. to enlarge hearing issues and for review of certain rulings of the hearing examiner in the proceeding involving petitioner's application and that of Southern Television Co. of Baton Rouge Inc., for new tv stations in Baton Rouge, on ch. 2. Action Jan. 21.

WHFB-TV Benton Harbor, Mich.—Palladium Pub. Co. FCC designated for hearing in Washington on March 1, application to complete construction of tv station on uhf ch. 42. Action Jan. 27.

WWHG Hornell, N. Y.—By order, the Commission granted the application of WWHG for construction permit to change operation from 1320 kc, 1 kw, day, to 1420 kc, 1 kw day, 500 watts night, directional, and dismissed with prejudice the application of Hornell Bcstg. Corp. to change operation of station WLEA, Hornell, N. Y., from 1480 kc, 1 kw, day, to 1420 kc 1 kw day, 500 watts night, directional. Action Jan. 21.

Lawton, Okla., Wichita Falls, Tex.—By order, the Commission denied petition filed by Lawton Bcstg. Co., Lawton, Okla., to enlarge the hearing issues in proceeding involving its application and that of White Radio Co., Wichita Falls, Tex., for new am stations on 1050 kc, 250 watts, daytime only, with Lawton using directional. Action Jan. 21.

Tulsa, Okla.—Tulsa Tv Co., Comr. Robert E. Lee dismissed bid granted petition of Tulsa Tv Co. for dismissal without prejudice of its bid for new tv station on uhf ch. 17 and retained in hearing competitive bid of Arthur R. Olson. Action Jan. 21.

Tv Allocation—By report and order, the Commission finalized its proposed rule-making of July 31, and amended its table of tv channel assignments for Mich. by assigning ch. 10 to Parma-Onondaga, subject to such action as the Commission may take in the light of the final decision of the courts on the petition for review filed by Logansport Bcstg. Co. (C.A.D.C. Case No. 11601) (Docket 10619). In view of the foregoing, the requests of Jackson Bcstg. and Tv Corp., to assign ch. 10 to Jackson, Mich., and Twin Valley Bcstrs. Inc. to assign that ch. to Coldwater, Mich., were denied; the petition of Sparton Bcstg. Co., insofar as it requested assignment of ch. 10 to Parma alone, was denied; and the petition of Triad Tv Assn. to assign ch. 10 to Parma-Onondaga, was granted. This change is effective 30 days from publication in the *Federal Register*. Action Jan. 21.

Bristol, Tenn.-Va.—Vhf ch. 5 proceeding. FCC scheduled for hearing on Feb. 26 the competitive bids of Appalachian Bcstg. Corp. and Tri-Cities Tv Corp. for new tv stations on vhf ch. 5. Action Jan. 27.

Ft. Worth, Tex.—Vhf ch. 11 proceeding. FCC designated for hearing on Feb. 26 the competitive applications of Texas State Network Inc. Lechner Tv Co. and Ft. Worth Tv Co. for new tv station on vhf ch. 11. Action Jan. 27.

Clarksburg, W. Va.—J. Patrick Beacom & Assoc. FCC designated for hearing on Feb. 26 bid for new tv station on uhf ch. 22. Action Jan. 27.

Routine Roundup . . .

January 21 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner J. D. Bond

KIFI Idaho Falls, Idaho, Eastern Idaho Bcstg. & Tv Co.—Granted petition to amend its application (Docket 8343; BP-5978) to change facilities from 10 kw unl. with DA-N only (1060 kc, 10 kw, unl., DA-N), to 250 watts unl. with identical day and night directional array (1060 kc, 250 w, unl., DA-1); specify a different antenna site, and revise on a more current basis certain financial information; application as amended removed from hearing.

By Hearing Examiner Isadore A. Honig

Palm Beach Bcstg. Corp., WEAT-TV Inc., West Palm Beach, Fla.—Extended the time for filing their respective written statements containing supplementary material required of applicants by the "McFarland letters" of Nov. 30, to Jan. 25; ordered that the transcript of the oral argument on petition filed Jan. 13 by Palm Beach be incorporated in the record of this proceeding (Docket 10828; BPCT-1230; Docket 10829; BPCT-1803), for ch. 12; further ordered that the pretrial conference in this proceeding pursuant to Sect. 1.831 of the rules scheduled for Jan. 25 by the examiner's order of Jan. 13, be and is hereby cancelled.

By Hearing Examiner John B. Poindexter

The Tierney Co., Charleston, W. Va.—Granted petition for leave to amend its application for ch. 8 (Docket 10729; BPCT-1085), to incorporate therein a copy of an agreement entered into with Capital Tv Inc. concerning Capital's withdrawal of its application (Docket 10728); and to make change in the cost of studio technical equipment.

By Hearing Examiner Harold L. Schilz

Radio Associates Inc., WLOX, Biloxi, Miss.—Granted requests for continuance of hearing now scheduled for Feb. 5 to Feb. 18, in re applications for ch. 13 (Docket 10844 and 10845).

By Hearing Examiner Fanney N. Litvin

Hartford Telecasting Co., Hartford, Conn.—Denied petition of Hartford Telecasting for reconsideration of the hearing examiner's memorandum opinion and order of Jan. 11, which denied request of Hartford Telecasting for extension of time within which to comply with the requirements of previous hearing orders in proceeding re ch. 3 (Docket 10699 and 8521).

BROADCAST ACTIONS

Chief Engineer Delegated Added Authority

By order, the Commission delegated to its Chief Engineer authority to exempt, in specific instances, am, fm and tv broadcast stations from the requirement of installing radio equipment for the purpose of receiving Conelrad radio alerts in accordance with Sec. 3.931 of the rules and Sec. III of Conelrad Manual BC-3.

Broadcast stations are required to have a radio receiver for alert notification. However when two or more stations are located in one room or otherwise close together, one station may request exemption, provided notification can be obtained from the other station by approved means.

January 22 Applications

ACCEPTED FOR FILING

CP

KSWM Joplin, Mo., Air-Time Inc.—Construction permit to mount tv antenna on top of new am tower and change type of transmitter (Contingent on grant of tv application) amended to make changes in the antenna system (BP-8532) amended.

KUNO Corpus Christi, Tex., KUNO Inc.—Construction permit to make changes in the antenna system (increase height of tower) (BP-9144).

WEBK Tampa, Fla., E. P. Martin, Alpha Martin, and Elmo B. Kitts, a partnership d/b as Hillsboro Bcstg Co.—Construction permit to install new transmitter as an auxiliary transmitter at the present location of main transmitter to be operated on 1590 kc, power of 1 kw, for auxiliary purposes only.

License for CP

KCMS (FM) Manitou Springs, Colo. Garden of the Gods Bcstg. Co.—License to cover construction permit (BPH-1782) as modified which authorized new fm station (BLH-947).

W3BS (FM) Crawfordsville Ind., First Baptist Church—License to cover construction permit (BPH-1725) which authorized new fm station (BLH-946).

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

WSYR Timekeeper, Elliott Gove

Central New York's most popular timekeeper on Central New York's top-rated local morning program. At least five years' continuous sponsorship by more than half of the present sponsors. Participating, Monday through Saturday.

7:05 – 9:15 a.m.

Headley-Reed, National Representatives

WSYR ACUSE
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NBC AFFILIATE

WILLA MONROE WDIA'S "Tan Town Homemaker"

It's CARNATION MILK's 3rd Consecutive Year on W D I A, Memphis

. . . three consecutive years of gaining completely dominating coverage of the 562,212 Negroes in WDIA's big 27-county Nielsen area. Carnation's six ¼ hours weekly achieves tremendous results on this 46.9% of the total area population . . . and there's a schedule to fit your budget, too! Join WDIA's list of radio-wise accounts that includes such names as Bayer Aspirin, Gold Medal Flour, Uncle Ben's Rice, Bromo Quinine, Nu Maid Margarine, Maxwell House Coffee, and many others. Get complete facts today!

HOOPER RADIO AUDIENCE INDEX
City: Memphis, Tenn. Months: Nov-Dec. '53

Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	24.6	23.0	17.1	15.9	11.3	10.6	7.0	1.8

(Note: WDIA's share Sat.: 20.3; Sun.: 37.8)

Memphis, Tennessee **WDIA** Soon 50,000 Watts

John E. Pearson Co., Representative
Dora-Clayton Agency, Southeast

Modification of CP

KFSA-TV Ft. Smith, Ark., Southwestern Radio and Tv Co.—Mod. of CP (BPCT-1154) as mod., which authorized new tv station for extension of completion date to 4/30/54 (BMPCT-1759).

KFSD-TV San Diego, Calif., Airfan Radio Corp.—Mod. of CP (BPCT-313) as mod., which authorized new tv station for extension of completion date (BMPCT-1754).

WNLC-TV New London, Conn., The Thames Bcstg.—Mod. of CP (BPCT-1217) as mod., which authorized a new Comm. tv bcstg. station for extension of completion date (BMPCT-1751).

WKJG-TV Ft. Wayne, Ind., Northeastern Indiana Bcstg. Co. Inc.—Mod. of CP (BPCT-516) which authorized new tv station for extension of completion date to 4/1/54 (BMPCT-1756).

WPMT Portland Me., The Portland Telecasting Corp.—Mod. of CP (BPCT-1528) as mod., which authorized new tv station for extension of completion date to 8/15/54 (BMPCT-1749).

WERE-TV Cleveland, Ohio, Cleveland Bcstg. Inc.—Mod. of CP (BPCT-279) which authorized new tv station for extension of completion date to 8/17/54 (BMPCT-1760).

WMAC-TV Massillon, Ohio, Midwest Tv Co.—Mod. of CP (BPCT-1010) as mod., which authorized new tv station to extend completion date (BMPCT-1750).

KOMU-TV Columbia, Mo., The Curators of the University of Mo.—Mod. of CP (BPCT-1177) as mod., which authorized new tv station for extension of completion date (BMPCT-1752).

WLBR-TV Nr. Lebanon, Pa., Lebanon Tv Corp.—Mod. of CP (BPCT-1011) as mod., which authorized new tv station for extension of completion date (BMPCT-1757).

WHUM-TV Summit Station, Pa. Eastern Radio Corp.—Mod. of CP (BPCT-268) as mod. which authorized new tv station for extension of completion date to 7/1/54 (BMPCT-1347).

KXYZ-TV Houston, Tex., Shamrock Bcstg. Co.—Mod. of CP (BPCT-319) which authorized new tv station for extension of completion date to 8/18/54 (BMPCT-1747).

KCBD-TV Lubbock, Tex., Bryant Radio and Tv—Mod. of CP (BPCT-1088) as mod., which authorized new tv station for extension of completion date to 3/20/54 (BMPCT-1758).

KHQ-TV Spokane, Wash., KHQ Inc.—Mod. of CP (BPCT-885) as mod., which authorized new tv station for extension of completion date to 3/15/54 (BMPCT-1755).

January 25 Applications

ACCEPTED FOR FILING

CP

WORZ Orlando, Fla., Central Florida Bcstg. Co.—Construction permit to install new transmitter as auxiliary transmitter at present location of main transmitter to be operated on 740 kilocycles with power of 250 watt for auxiliary purposes only (BP-9149).

Modification of CP

Twin Cities Bcstg. Co., a partnership consisting of Harry J. Morgan and Thales E. Wallace Church Hill, Tenn.—Mod. of construction permit (BP-8934), which authorized new standard broadcast station for approval of antenna and transmitter location (BMP-6414).

WNIX Springfield, Vt., Connecticut Valley Bcstg. Co.—Mod. of construction permit (BP-8878) which authorized new standard broadcast station for approval of antenna and transmitter location as 0.6 mile East of Craigue Hill Road, 1.2 miles South of center of Springfield, Vt., and specify studio location as Park St., Springfield, Vt. (BMP-6415).

Renewal of License

WJER Dover, Ohio, Dover Bcstg Co. (BR-2457).

WMRA Myrtle Beach, S. C., Elizabeth Evans (BR-2038).

KULE Ephrata, Wash., Columbia Basin Bcstg. Co. (BR-2525).

Application Dismissed

Rev. Earl R. Shay, Bethel, Alaska.—Construction permit for new standard broadcast station to be operated on 930 kc with power of 105 w unlimited hours of operation (BP-8832).

Application Returned

WGNS Murfreesboro, Tenn., WGNS Inc.—Authority to determine operating power by direct measurement of antenna power (Section I not completed).

Modification of CP

WETV Macon Ga., Macon Tv Co.—Mod. of CP (BPCT-1247) as mod., which authorized new tv station for extension of completion date to 9/3/54 (BMPCT-1764).

WAAM Baltimore, Md., WAAM Inc.—Mod. of CP (BPCT-757) as mod., which authorized changes in facilities of existing tv station to make antenna and other equipment changes. Antenna height above average terrain: 555 ft. (BMPCT-1765).

KACY Nr. Festus, Mo., Ozark Tv Corp.—Mod. of CP (BPCT-1419) as mod., which authorized new tv station for extension of completion date to 4/30/54 (BMPCT-1762).

KCEB Nr. Tulsa, Okla., Elfred Beck—Mod. of CP (BPCT-1392) as mod., which authorized new tv station for extension of completion date to 7/1/54 (BMPCT-1761).

KGBS-TV San Antonio, Tex., San Antonio Bcstg. Co.—Mod. of CP (BPCT-832) as mod., which authorized changes in facilities of existing Comm. tv station for extension of completion date to 8/19/54 (BMPCT-1763).

WEAU-TV Eau Claire Wis., Central Bcstg. Co.—Mod. of CP (BPCT-744) as mod., which authorized new tv station for extension of completion date to 5/25/54 (BMPCT-1767).

WMOP Ocala, Fla., Andrew B. Letson—License to cover construction permit (BP-8574) as modified which authorized new standard broadcast station (BL-5202).

WSTN St. Augustine, Fla., Ben Akerman and Thomas S. Carr d/b as Saint Augustine Bcstg. Co.—License to cover construction permit (BP-8623) as modified which authorized new standard broadcast station (BL-5203).

KTIB Thibodaux, La., Delta Bestrs. Inc.—License to cover construction permit (BP-6734) as modified which authorized new standard broadcast station (BL-5204).

WLMJ Jackson, Ohio, WLMJ Inc.—License to cover construction permit (BP-8435) as modified which authorized new standard broadcast station (BL-5201).

Renewal of License

WAVZ New Haven, Conn., WAVZ Bcstg. Corp. (BR-1621); WKNB New Britain, Conn., New Britain Bcstg. Co. (BR-1336); WLYN Lynn Mass., Puritan Broadcast Service Inc. (BR-2236); WBMS Boston, Mass., WBMS Inc. (BR-1406); WNAW North Adams, Mass., Cecil F. Clifton (BR-2374); WSPR Springfield, Mass., WSPR Inc. (BR-886); WARE Ware, Mass., Central Bcstg. Corp. (BR-2132); WMOU Berlin, N. H., White Mountains Bcstg. Co. (BR-1329); WKBR Manchester, N. H., Granite State Bcstg. Co. (BR-1379); WMUR Manchester, N. H. Radio Voice of New Hampshire Inc. (BR-1149); WOTW Nashua, N. H., Nashua Bcstg. Corp. (BR-1645); WWNH Rochester, N. H., Strafford Bcstg. Corp. (BR-2086); WICE Providence, R. I., Narragansett Bay Bcstg. Co. (BR-2310); WSYB Rutland, Vt., Philip Weiss tr/as Philip Weiss Music Co. (BR-795).

Applications Returned

KDAS Malvern, Ark., Malvern Bcstg. Co.—Voluntary transfer of negative control of licensee corporation to Charles W. Perry Jr., and Raymond E. Peeples (Application incomplete).

WOHO Toledo, Ohio, The Midwestern Bcstg. Co.—Modification of construction permit (BP-6421) as modified which authorized new standard broadcast station for extension of completion date.

January 26 Decisions

BROADCAST ACTIONS

Actions of Jan. 22

Modification of License

Granted mod. of licenses to change names of following Westinghouse am stations to Westinghouse Bcstg. Co.; KDKA Pittsburgh, Pa., KYW Philadelphia, Pa., WBZ WBZA Boston, Mass., WOWO Fort Wayne, Ind., KEX Portland, Ore. Fm stations: WBZ-FM Boston, Mass. WBZA-FM Springfield, Mass., KEX-FM Portland, Ore., KDKA-FM Pittsburgh, Pa. Commercial tv station WPTZ Philadelphia, Pa.

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KBTN Neosho, Mo.; KUBC Monte Vista, Colo.; WBPZ Lock Haven, Pa.; WHCC Waynesville, N. C.; WLEA Hornell, N. Y.; KVFD Fort Dodge, Iowa; KBIM Roswell, N. M.

Granted Licenses

KWIL-FM Albany Ore., Central Willamette Bcstg. Co.—Granted license covering changes in fm station; ch. 269 (101.7 mc), 600 w, U (BLH-942).

WWMT New Orleans, La. Fidelity Bcstg. Inc.—Granted license for fm broadcast station; ch. 239 (95.7 mc), 48 kw, U (BLH-941).

KDBS Alexandria, La., Dixie Bcstg. Service—Granted license for am broadcast station; 1410 kc, 1 kw, D (BL-5195).

KALI Pasadena, Calif. Consolidated Bcstg. Co.—Granted license covering increase in power, installation of new transmitter and changes in the DA system of am station; 1430 kc, 5 kw, D-DA (BL-5175).

WNNJ Newton, N. J., Sussex County Bcstrs.—Granted license for am broadcast station and specify studio location; 1360 kc, 500 w, D (BL-5188).

KUGN Eugene, Ore., KUGN Inc.—Granted license covering increase in daytime power and installation of new transmitter; 590 kc, 1 kw, 5kw-LS, DA-N U (BL-5191).

Modification of CP

The following stations were granted mod. CP's for extension of completion dates as shown:

WNLC-TV New London, Conn., to 8/18/54; KACY Festus, Mo., to 7/30/54; KXYZ-TV Houston, Tex., to 8/17/54; KEDD Wichita, Kan., to 8/19/54; KOMU-TV Columbia, Mo., to 8/18/54; KFSD-TV San Diego, Calif., to 8/18/54; WRNL-FM Richmond Va., to 2/27/54; WOI-FM Ames, Iowa, to 7/11/54; WEDK Springfield, Mass., to 3/1/54.

Actions of Jan. 21

Granted License

WPBC Minneapolis, Minn., People's Bcstg. Co.—Granted license covering increase in power; 980 kc, 1 kw, D (BL-5190).

Modification of CP

WNIA Cheektowaga, N. Y., Niagara Bcstg. System—Granted mod. CP for approval of antenna, transmitter and studio location; conditions (BMP-6343).

The following stations were granted mod. of CP's for extension of completion dates as shown:

WICA Ashtabula, Ohio, to 4/5/54; KIVA Yuma, Ariz., to 7/25/54; WSJV Elkhart, Ind., to 8/3/54; KFSA-TV Fort Smith, Ark., to 7/31/54; WKJG-TV Fort Wayne, Ind., to 7/21/54; WLWC Columbus, Ohio, to 8/12/54; KCBD-TV Lubbock, Tex., to 7/30/54.

Actions of Jan. 19

Granted License

WITY Danville, Ill., Vermilion Bcstg. Corp.—Granted license for am broadcast station and specify studio location; 980 kc, 1 kw, U-DA (BL-5163).

WGGA Gainesville, Ga., Blue Ridge Bcstg. Co.—Granted license covering change in facilities, installation of new transmitter and DA for night use only, change transmitter location and make changes in antenna system (increase height) 550 kc 500w-5 kw-LS, U DA-N (BL-5111).

Remote Control

The following stations were granted authority to operate transmitters by remote control: KPAL Palm Springs, Calif.; KNDC Hettinger, N. D.; WBML Macon, Ga.; WPAC Patchogue, N. Y.

Actions of Jan. 20

Granted License

KCBS-FM San Francisco, Calif., Columbia Bcstg. System Inc. of Calif.—Granted license for fm broadcast station (BLH-943).

KBLP Falfurrias, Tex., Ben L. Parker—Granted license for am broadcast station and change studio location; 1260 kc, 500 w, D (BL-5189).

WHUN Huntington, Pa., The Joseph F. Biddle Pub. Co.—Granted license covering change in frequency, hours of operation, increase in power, installation of new transmitter and make changes in the antenna system; 1150 kc, 1 kw, D (BL-5185).

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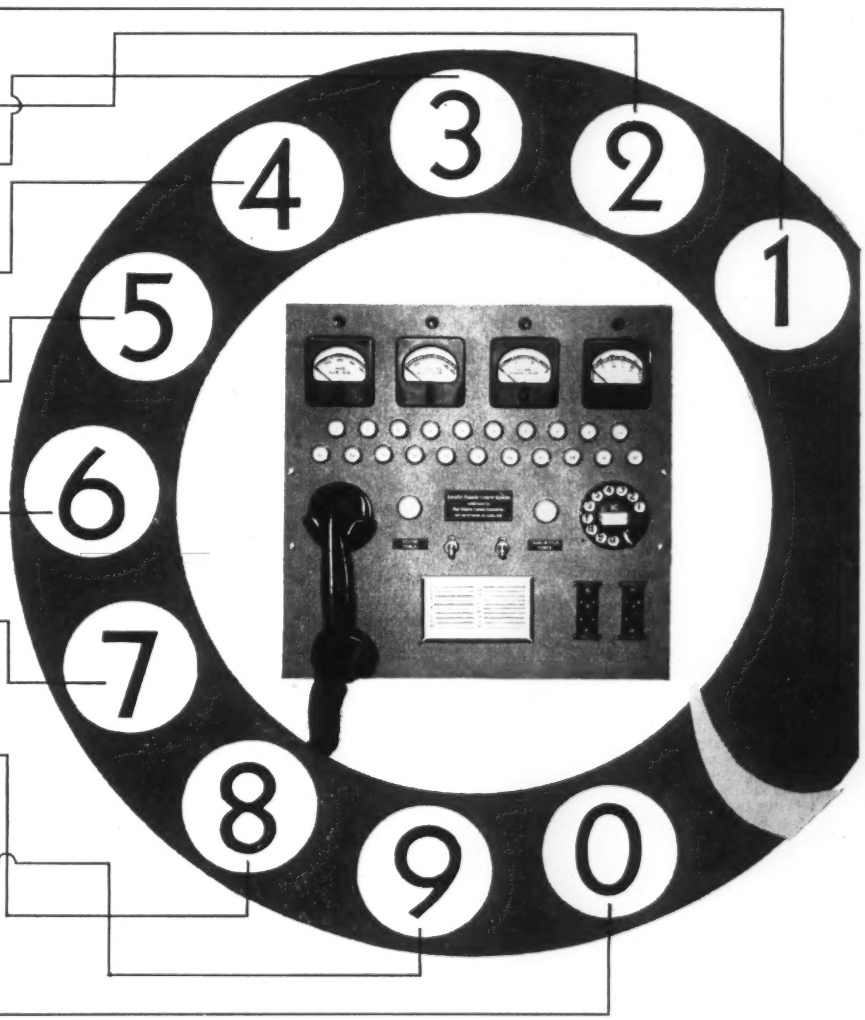

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WHMA Anniston Ala., Anniston Bcstg. Co.—Granted license covering installation of a new transmitter (BL-5186).

Modification of CP

KVAN Vancouver, Wash., Vancouver Radio Corp.—Granted Mod. of license to change name to KVAN Inc.; condition (BML-1572).

KIMA-TV Yakima Wash., Cascade Bcstg. Co.—Granted Mod. of CP for extension of completion date to 7/20/54.

Actions of Jan. 18

Granted License

WJMW Athens, Ala., Athens Bcstg. Co.—Granted license covering increase in power 730 kc, 1 kw, D (BL-5184).

KMYC Marysville, Calif., Marysville-Yuba City Bcstrs. Inc.—Granted license covering change of facilities, installation of new transmitter and DA for day and night use (DA-2), and change in transmitter location; 1410 kc, 1 kw, U (BL-5095).

Modification of CP

KVAN-TV Vancouver, Wash., Vancouver Radio Corp.—Granted Mod. of CP to change corporate name to KVAN Inc. (BMPCT-1730).

KBTN Neosho, Mo., Ozarks Playground Bcstrs.—Granted Mod. of CP for approval of antenna, transmitter location and specify studio location (BMP-6399).

The following stations were granted Mod. of CP's for extension of completion dates as shown: WACL Waycross, Ga., to 5/1/54; WCAR Detroit, Mich., to 8/11/54; WIS-TV Columbia, S. C., to 8/11/54; WGOV-TV Valdosta, Ga., to 4/30/54; WBEN-TV Buffalo, N. Y., to 8/12/54.

January 27 Decisions

BROADCAST ACTIONS

Hearing

Scott County Bcstg. Co., Forrest, Miss.; WCBI Columbus, Miss., Columbus Bcstg. Co.—Designated for consolidated hearing Scott application for new am station on 550 kc 1 kw, D (BP-8857) and WCBI application to change from 1340 kc, 250 w, Unl., to 550 kc, 1 kw-D, 500 w-N, DA-2, Unl. (BP-8977); made WHBQ, Memphis, Tenn., party to proceeding.

KNBY Newport, Ark., Newport Bcstg. Co.—Designated for hearing application to change from 1280 kc 1 kw, D, to 730 kc, 1 kw, D (BP-9081) in consolidated proceeding with Tri-State Bcstg. Service (Docket 10548) and Southern Bcstg. Service (Docket 10549) for new stations on same frequency, 250 w, D, at Memphis, Tenn. Made KTRY Bastrop, La., party to proceeding.

McFarland Letter

Crestview, Bcstg. Co., Crestview, Fla.—Is being advised that application for new am station on 1490 kc, 250 w, Unl. (BP-8976), involves considerations which indicate necessity of a hearing.

Gray Lott, Sr. Lafayette, La.—Is being advised that application for new am station on 1570 kc, 250 w, D (BP-8872) involves interference considerations which indicate necessity of a hearing.

Independent Bcstrs., Yakima, Wash.—Is being advised that application for new am station to operate on 1340 kc, 250 w, Unl. (BP-8988) involves interference and coverage considerations which indicate necessity of a hearing.

SSA

On its own motion, the Commission extended the following Special Service Authorizations until March 31, 1954:

WNYC City of New York, N. Y.; KFAR Midnight Sun Bcstg. Co., Fairbanks, Alaska; KWBU Baptist General Convention of Texas, Corpus Christi, Tex.; and WOI Iowa State College of Agriculture & Mechanic Arts, Ames, Iowa.

Granted Renewal

The following stations were granted renewal of licenses on a regular basis:

KNPT Newport, Ore.; KENI Anchorage, Alaska; KRKL Kirkland, Wash.; KORE Eugene, Ore.; KASH Eugene, Ore.; KAST Astoria, Ore.; KBRC Mt. Vernon, Wash.; KFDR Grand Coulee, Wash.; KHON & Aux. Honolulu; KIMA Yakima, Wash.; KMED Medford Ore.; KRKO Everett, Wash.; KSLM Salem, Ore.; KUJ Walla Walla, Wash.; KWIN Ashland, Ore.; KWLK Longview, Wash.; KENA Mena, Ark.; KFAR Fairbanks, Alaska; KFLW Klamath Falls, Ore.; KGRH Fayetteville, Ark.; KINY Juneau, Alaska; KOBE Las Cruces, N. M.; KPAM and KPFM (FM), Portland, Ore.; KPIG Cedar Rapids, Iowa; KPOJ Portland, Ore.; KSPO Spokane, Wash.; KVAN Vancouver, Wash.; KVOS Bellingham, Wash.; KWHW Altus, Okla.; KXA Seattle, Wash.; KWRO Coquille, Ore.; KXRO Aberdeen, Wash.; KBCO Bessemer, Ala.; WCJU Columbia, Miss.; WCRS Greenwood, S. C.; WDIG Dothan, Ala.; WHFC Chicago; WHIT New Bern, N. C.; WHMA Anniston Ala.; WHSC Hartsville, S. C.; WHTC Holland, Mich.; WILM & Aux. Wilmington, Del.; WLEU Erie, Pa.; WNAT Natchez, Miss.; WNBZ Saranac Lake, N. Y.; WREL Lexington, Va.; WROB West Point, Miss.; WWPB Miami, Fla.; KRIC Beaumont, Tex.; KVI Seattle, Wash.; WDSG Dyersburg Tenn.; WCLI-FM Corning, N. Y.; KXRX San Jose, Calif.; WJKO Springfield, Mass.; WFML Washington, Ind.; KWBG Boone, Iowa; KSBW Salinas, Calif.; KMBY Monterey, Calif.

KIT Yakima, Wash., KIT Inc.; KMO, Takoma, Wash.; KMO Inc.—Granted renewal of licenses of KIT and KMO and auxiliaries subject to disposition of anti-trust proceedings instituted against the licensees by Bcstg. Corp. of America, licensee of stations KPRO Riverside, Calif., KREO Indio, Calif., KROP Brawley, Calif., and KYOR Blythe, Calif.

The following stations were granted renewal of licenses on condition it is without prejudice to any further action that may be taken in proceedings in Docket 10787, or under the conditional grant of application (BTC-1476) and (BAL-1653):

KALE-FM Richland, Wash.; KAPA Raymond, Wash.; KILA Hilo, T. H.; KPOA Honolulu; KYAK Yakima, Wash.; KELA Centralia, Wash.

January 27 Applications

ACCEPTED FOR FILING

Renewal of License

WICC Bridgeport, Conn., Bridgeport Bcstg. Co. (BR-137); WLAD Danbury Conn., Berkshire Bcstg. Corp. (BR-2274); WMMW Meriden, Conn., Silver City Crystal Co. (BR-1714); WCNX Middletown, Conn., Middlesex Bcstg. Co. (BR-2190); WNLK Norwalk, Conn., Norwalk Bcstg. Co. (BR-2184); WSTC Stamford, Conn., Western Conn. Bcstg. Co. (BR-1150); WLCR Torrington, Conn., Litchfield County Radio Corp. (BR-1843); WIDE Biddeford, Me., Biddeford Bcstg. Corp. (BR-2227); WRUM Rumford Me., Rumford Pub. Co. (BR-2861); WARA Attleboro, Mass., Attleboro Radio Assn. Inc. (BR-2556); WMEX Boston, Mass., The Northern Corp. (BR-833); WVDA Boston, Mass., Vic Diehm Assoc. Inc. (BR-192); WBZA Boston, Mass., Westinghouse Radio Stations Inc. (BR-195); WBZ Boston, Mass. Westinghouse Radio Stations Inc. (BR-202); WORL Boston, Mass., Pilgrim Bcstg. Co. (BR-2585); WTAO Cambridge, Mass., Middlesex Bcstg. Corp. (BR-2129); WSAR Fall River, Mass., The Fall River Bcstg. Co. (BR-198); WREB Holyoke, Mass., Valley Bcstg. Corp. (BR-2536); WCAP Lowell, Mass., Northeast Radio Inc. (BR-2625); WHYN Springfield, Mass., The Hampden-Hampshire Corp. (BR-1106); WCRB Waltham, Mass., Charles River Bcstg. Co. (BR-1882); WRJM Newport, R. I., Aquidneck Bcstg. Corp. (BR-2182); WRIB Providence, R. I., R. I. Bcstg. Co. (BR-1584); WBTN Bennington, Vt., Catamount Bcstrs Inc. (BR-2870); WCAX Burlington, Vt., WCAX Bcstg. Corp. (BR-163); WIKE Newport, Vt., Memphremagog Bcstg. Co. (BR-2745); WWSR St. Albans, Vt., Vermont Radio Corp. (BR-1122); WTWN St. Johnsbury, Vt., Twin State Bcstrs. Inc. (BR-2340); WMEV Marion, Va., Mountain Empire Bcstg. Corp. (BR-2249).

Applications Returned

WHWB Rutland, Vt., Central Vermont Bcstg. Corp. (Section II dated after Section I) (BR-2317); WDEV Waterbury, Vt., Lloyd E. Squier (Application not notarized) (BR-799).

Modification of CP

WMT-TV Cedar Rapids, Iowa, American Bcstg. Stations Inc.—Mod. of CP (BPCT-682) as mod. which authorized new tv station extension completion date to June 8, 1954 (BMPCT-1768).

WGLM Lawrence, Mass., General Bcstg. Co.—Mod. of CP (BPCT-1696) which authorized new tv station for extension completion date to August 10, 1954 (BMPCT-1770).

WELI-TV New Haven, Conn., Connecticut Radio Foundation Inc.—Mod. of CP (BPCT-456) which authorized new tv station for extension completion date (BMPCT-1769).

WHAM-TV Rochester, N. Y., Stromberg-Carlson—Mod. of CP (BPCT-960) as mod. which authorized changes in existing station extension completion date to 9/1/54 (BMPCT-1773).

KMID-TV Midland, Tex., Midessa Tv Co.—Mod. of CP (BPCT-1716) as mod. which authorized new tv station extension completion date to May 15, 1954 (BMPCT-1771).

KTHE Los Angeles, Calif. University of Southern Calif., Allan Hancock Foundation—Mod. of CP (BPET-14) as mod., which authorized new noncommercial tv station extension completion date to April 28, 1954 (BMPET-23).

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Granted petition of Orange Tv Bcstg. Co., Tampa, Fla., for an extension of time to and including Jan. 25, within which to file its exceptions and supporting brief to initial decision in re its application and those of Tampa Times Co., and Tampa Tele. Co., for ch. 13 in Tampa (Docket 10255 et al).

By Hearing Examiner Basil P. Cooper

Chief, Broadcast Bureau—Granted petition for continuance of further hearing from Jan. 25 to Feb. 15, in re applications of Calif. Inland Bcstg. Co. and KARM, applicants for ch. 12 at Fresno, Calif., and changed the date for filing proposed findings from Feb. 15 to March 8 (Docket 9050, 10650).

By Hearing Examiner Isadore A. Honig

Palm Beach Bcstg. Corp., WEAT-TV Inc., West Palm Beach, Fla.—Continued hearing in consolidated proceeding re ch. 12, from Jan. 29 to Feb. 5. Counsel for applicants have informally agreed to exchange their proposed points of reliance, and to furnish counsel for Broadcast Bureau with copies on Feb. 3 (Dockets 10828-29).

By Hearing Examiner Annie Neal Huntting

Arthur R. Olson, Tulsa, Okla.—Ordered the hearing conference in re application for ch. 17 (Docket 10843) advanced from Feb. 5 to January 28.

Elyria-Lorain Bcstg. Co., Elyria, Ohio—Ordered that the further hearing conference pursuant to Sec. 1.841 and the hearing scheduled for Jan. 22 continued to Jan. 26 in re application for ch. 31 (Docket 10526).

By Hearing Examiner Claire W. Hardy

Radio Paging, John R. Sutherland, St. Louis Mo.—Amended order issued Jan. 11 in this proceeding (Docket 10771-72) in certain respects, and the pre-hearing conference scheduled for Jan. 12 was continued without date.

By Hearing Examiner Charles J. Frederick

Beachview Bcstg. Corp., Norfolk, Va.; Portsmouth Radio Corp., Portsmouth, Va.—By memorandum opinion and order denied petition of Beachview to enlarge the issues in the proceeding re applications for ch. 10 (Docket 10800-01). Also ordered the hearing conference in this matter heretofore postponed indefinitely, be resumed on Jan. 29. (Action taken 1/25).

By Hearing Examiner H. Gifford Irion

Richmond Newspapers Inc., Richmond Tv Corp., Richmond, Va.—Granted petition of Richmond Tv Corp. for leave to amend its application (Docket 10805; BPCT-1622), with respect to Sec. II, Par. 19 (a), 21 (b) and 21 (c).

By Hearing Examiner William G. Butts

Southern Tier Radio Service Inc., Binghamton, N. Y.; Ottaway Stations, Inc., Endicott, N. Y.—Granted petition by Southern Tier for admission to practice *pro hac vice* authorizing Donald W. Kramer to participate *pro hac vice* in the proceeding re ch. 40 (Docket 10681-82).

By Hearing Examiner Harold L. Schilz

Niagara Frontier Amusement Corp., Buffalo, N. Y.—Corrected order of Jan. 21 in re (Docket 10804) for ch. 2, to change date in Par. 2, line 13, after the words "purchase agreement dated," from Dec. 18 to Dec. 7, 1953.

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Complete Field Measuring Service
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CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Announcers, salesmen 1st, engineers or any combination immediately. Midwest. Box 919A, B•T.

Managerial

Office manager for Rocky Mountain area radio and television station. Man we are looking for must have executive ability and experience in radio station accounting and office management. We want a steady reliable family man who desires to make a permanent home in the west with a growing organization. Excellent starting salary with opportunity for right man to participate in earnings. Please send full resume of experience and personal background and photo. Box 201C, B•T.

Senior analyst and statistician for national industry-operated research organization. Capable of investigating, creating, developing, executing and administering research assignments. University degree in statistics necessary. Location, Toronto, Canada. Salary according to qualifications. Box 218C, B•T.

Salesmen

Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.

Salesman. Have opening for aggressive experienced radio salesman, network station in important market. Box 718A B•T.

Radio time salesman for aggressive network station in major central California city. Age 25-35 years. Advertising sales experience required. Guaranteed salary $400 month against commissions. Excellent opportunities. Box 167C B•T.

Salesman: one who will make calls and sell 1000 watt fulltime independent in 250,000 N. Y. state market. Must have car. Experience necessary. Draw and over-ride. Box 205C, B•T.

Require experienced salesman for 5 kilowatt independent prestige operation in major southern market. Box 243C, B•T.

Salesman: Immediate opening at long-established network station. Salary plus commission arrangement. Write, wire or call, Hal King, KBTM, Jonesboro, Arkansas.

Guaranteed salary for good salesman with high standards. Thousand watt daytimer expecting tv. Give religious background. WCBC, Anderson, Indiana.

Florida salesmen. Excellent opportunity in live wire station. 20 percent commission. Contact immediately, WHWD, Hollywood, Fla.

Experienced radio salesman who knows how to use BAB material and is not afraid of new tv "competition." Salary plus ascending commissions up to 25%. Mail complete background to Robert M. Peebles, WKNY, Kingston, New York.

Salesman on 25 percent commission, 5,000 watt station. WKNK, Muskegon, Mich.

ORRadio Industries, world's largest exclusive manufacturer of magnetic tape, has openings for two sales trainees for rapidly expanding tape markets in radio, television, hi-fi, schools, etc., substantial traveling. Prefer young man with productive sales record in competitive market with small or medium station background. Apply letter or tape: Nat Welch, Sales Manager ORRadio Industries, Opelika, Alabama.

Announcers

Experienced announcer capable of doing emcee work and delivering selling commercials on radio and tv. Box 717A, B•T.

Experienced announcer-DJ, sincere pitch, handle board, good pay. Progressive community near Chicago. Personal interview necessary. State age, experience. Box 154C, B•T.

Morning man with gimmick show for competitive market. Write full details and experience plus salary desired. Box 204C, B•T.

Morning man with top-flight personality, needed by progressive station in good mid-south market. Good salary with bright future. Send auditions and resume to Box 227C, B•T.

Help Wanted—(Cont'd)

5 kilowatt am-tv network station has opening for ambitious staff announcer, chance for tv in future. Contact Evans Nord, KELO and KELO-TV, Sioux Falls, S. D.

Top morning DJ from major market. Send tape, rating photo, minimum guarantee. KGU, Honolulu.

Experienced staff announcer who also can do sports. Opportunity for advancement. Send tape, KSLV, Box 631, Monte Vista, Colo.

Immediate opening for staff announcer. Send tape, full details, including salary to KXGI, Fort Madison, Iowa.

Job open February 15 for small station announcer who wants to live permanently in Florida. Station expanding staff. Send tape, picture, complete background, experience. Station WIRA, Ft. Pierce, Florida.

Announcer, independent, news, hillbilly, popular race shows. 40 hours. Play-by-play, all sports, high school. Baseball, basketball, Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Experienced staff announcer who can also do play-by-play sports. Top wages and chance for advancement. Opportunity to sell if you desire. Linder Group, Box 393, Willmar, Minnesota.

Technical

Cadet engineer, EE, 1st phone, recent graduate, with communications or equivalent background. Midwest. Box 65C, B•T.

Engineer, 1st class operator for am transmitter recording, nemos, maintenance. East cost. Full information to Chief Engineer, Box 122C, B•T.

Chief . . . now in small operation. Ready to advance to one engineer, 5,000 watt directional. In midwest. Send details, salary, requirements. Box 276C, B•T.

First class engineer-announcer, good pay. KWRT, Boonville, Missouri.

Need imediately. Announcer-engineer. Emphasis on engineering. Must know his business. $70.00. More to right party. WCLB, Camilla, Georgia.

Chief engineer-announcer by February 15th. Starting salary $95.00. weekly. Jimmy Childress, WIFM, Elkin, North Carolina.

Engineer-announcer, with good voice and sincere commercial delivery. First class license and experience essential. Unlimited advancement possibilities. Write, WRAD, Radford, Virginia.

1,000 watt daytime needs two first class engineers. Combo men perferred. $75.00. per week to start. Liberal working conditions. Call, WTIM, Taylorville, Illinois.

Operator with fm experience. 1st class not necessary. Send full information, Fidelity Broadcasting, Inc., 2031 St. Charles Ave., New Orleans, La.

Immediate openings. First phone men. Am and fm. Experienced or inexperienced. Contact David Prozzo, LU 1292 IBEW, 212 South Jefferson, Peoria, Illinois.

Production-Programming, Others

Continuity writer call or write Ken Kilmer, KBOE, Oskaloosa, Iowa.

Television

Salesmen

Need experienced tv salesman excellent opportunity for real producer. Box 719A, B•T.

Salesman for NBC (La.) regional, vhf tv CP, must have proven ability local and regional sales, some national contacts. Replies confidential. Detailed resume. Box 191C, B•T.

Help Wanted—(Cont'd)

Sales manager for vhf tv station and 5 kw network affiliated am station in midwest. Must have top sales record and can manage and direct salesmen. Guarantee and percentages. Give full details. Box 156C, B•T.

Announcers

Announcers (2) staff work, heavy news, for well established NBC affiliate, tv CP, must have commercial radio background. Send tape, recent photo, complete resume, references. Replies confidential. Box 190C B•T.

Technical

Am-tv station needs writer, versatile idea man familiar with production to write solid selling copy for growing midwest station. Opportunity to work into tv. Well paying position with regular salary increases. Three weeks paid vacation. Send samples, data, references to Box 99C, B•T.

Microwave-vhf maintenance, 1st phone preferred, two years communications or equivalent experience required. Midwest must be available 24 hours daily and willing to be away from home part of every week. Box 64C, B•T.

Experienced television maintenance technician and experienced television transmitter operator. Herbert Eidson, WIS-TV, Columbia, South Carolina.

Production-Programming, Others

Director—station experience desired. Opportunity in Hartford County's first tv station. State any announcing experience. Write Ralph Kanna, WKNB-TV, 11 Asylum Street, Hartford, Connecticut.

Situations Wanted

Managerial

One of the best known men in advertising is interested in taking over a good tv or radio station or both. Can arrange financing if property is for sale at fair price. This executive is widely experienced in media sales at national and local levels. Fine record in broadcasting and other major advertising media and in agency field as account executive—new business—understand research, creative, handles people well. If you have a station or stations or other adv. opportunity where such ability can be used worth while, arrange interview. Box 781A, B•T.

Attention small markets: Management with emphases on sales and economy. 10 years radio. Desire permanency. Currently managing. Box 133C, B•T.

Young aggressive station manager: impressive sales records, excellent agency contacts. Now handling top level sales, executive duties. National accounts. Very successful! Desires change. New York or Philadelphia. Box 214C, B•T.

Station manager experienced. Sales, programming, administration, background. Now executive producer top station. Box 222C, B•T.

Manager, independent and network affiliate experience. Familiar all phases radio. Ready to move up. Interested in part-ownership deal. Box 226C, B•T.

18 years radio administration experience. Available for sound general and/or commercial management. Now employed, south. Move necessary due imminent consolidation. Box 230C, B•T.

Managerial opportunity. Woman with 12 years broadcast experience. Last two years assistant manager. Experienced all phases station operation. Good knowledge of management problems. Desire opportunity as manager or assistant manager. Available for personal interview. Excellent references. Box 265C, B•T.

Salesmen

Room on your log for new business? Then you need a change, too! Will trade proven sales ability, announcing experience, first ticket, college education for permanent position offering advancement. Reply Box 231C, B•T.

Sales manager. Five years station, agency exp.-local, regional, national accounts. Young, aggressive, producer. Employed. Desires new connection with rep. or station group, New York or Philadelphia. Box 264C, B•T.

Salesman-announcer, five years experience, including tv. Audition and details available immediately. Box 267C, B•T.

Announcers

Want a town and country DJ? Country singer. Also work staff. Ohio, anywhere. Tapes, resume request. Box 121C, B•T.

Announcer, beginner with promise, light experience, draft exempt, college graduate, willing to start at bottom, conscientious, ambitious, versatile, specialty news, sports. Box 129C, B•T.

Situations Wanted—(Cont'd)

Announcer. Limited experience, high potential. Good baritone voice, station staff, news, sports, platters, commercials. Capable, reliable, married, travel for permanent connection. Tape, resume, references. Box 77C, B•T.

Sports staff announcer. Experienced 5 kw major eastern metropolitan market. Three years play-by-play. Married, veteran, 28, college graduate. Desires good opportunity with reliable organization. Radio or tv. Details, tape, photo on request. Box 140C, B•T.

Announcer 7 years experience all phases. Desires permanent position in radio with tv future. Box 207C, B•T.

Staff announcer, 27, one-and-half years experience, single, college graduate, play-by-play baseball. Desire midwest. Consider all. Box 208C, B•T.

Looking for permanency. 5 years experience. College grad. Mature, reliable, smooth air style. Good DJ, strong news and sports. Operate board. Network experience. Minimum $80. Tape on request. Box 212C, B•T.

Some experience, staff announcer, desires position southern station. Two radio announcer schools background. Box 213C B•T.

Announcer, 3 years experience in all phases of broadcasting, including network experience, coast-to-coast. Box 216C, B•T.

Program director-announcer, 5 kw network affiliate, desires work with established radio or new tv station. 27 years old, degree in radio. Strong on disc, news. Tape and references. Box 217C, B•T.

Employed mature veteran sports and newscaster, with appealing voice style, which sells, guarantees satisfaction with sound progressive and friendly organization. Interested in permanency and quality. Extensive and successful sports background references. Write Box 219C B•T.

If you are interested in personality more so than voice, D.J. with six years experience, presently working, desiring change. Do pop, hillbilly and race. Box 221C, B•T.

Ambitious veteran, 28, single, desires radio or tv contact, salary, location no object. 2½ years college, radio school. Humorous ad-lib, characterizations, short on experience. Box 225C, B•T.

Newscaster, promotion writer. Top-rated newscaster for 5 kw regional network affiliate in competitive metropolitan market; attracts and holds sponsors with thorough, aggressive local news coverage, deep voice, sincere delivery. Knows music, sports, special events, public relations; writes copy that sells. Can develop tv news or help radio meet tv with music, news. Available month's notice. College, 31, references. Box 232C B•T.

Sports only. Discs prove major league ability. Play-by-play commentary needs right situation to demonstrate ability. Six years manager, sports director, staff experience. Box 234C B•T.

Good play-by-play. Can deliver. Minor league baseball with college football, basketball. College grad, former athlete. 4 years experience. Good sports background. Box 241C, B•T.

Authoritive news, relaxing DJ, interesting interviews. Ambitious. Details and disc. Box 244C, B•T.

Announcer, colored disc jockey, news, personality, control board, single veteran. Some experience, well trained, tape available upon request. Free to travel. Box 245C, B•T.

Announcer. Solid staff background. Strong news and sports, fine potential, also play-by-play, college graduate, control board. Box 246C, B•T.

Girl announcer, broadcasting school graduate. Fine air voice. Good country disc jockey. Can do popular disc jockey and women's shows. Audition records and photo on request. Box 248C, B•T.

Announcer limited experience high potential. Good baritone voice, station staff, news, sports, platters, strong commericals. Capable, reliable, married, travel for permanent connection. Tape, resume, references. Box 251C, B•T.

Attention Florida Gulf Coast stations. 15 years experience. DJ, news-production-program director. 32, married, sober and not a floater. Would like to join a progressive independent or network affiliate. Now on east coast. Box 254C, B•T.

Versatile announcer, thoroughly trained, excellent DJ ad-lib man. Also news, commercials, sports. Write copy. Veteran. Progressive stations apply. Box 257, B•T.

Announcer-newscaster immediate. College grad. Five years experience. Auditions available. Box 258, B•T.

Announcer-serious, capable. Strong news, D.J., emcee work. Recent school graduate. Married, one child. Midwest location. Disc available. Box 268C, B•T.

Situations Wanted—(Cont'd)

Twenty-seven, recent Cambridge Radio graduate, excellent potentialities, good baritone voice. Strong on news, DJ, commercials, sportscasting. Familiar with control board operations. Third class ticket, married. Tape, resume upon request.

Alert announcer, light experience, strong DJ. Travel for permanent connection. Box 278C, B•T. news, sports, board. Single, third class ticket. Disc, tape available now. Box 279C, B•T.

Young announcer, light experience, strong on commericals, DJ, news, sports, board, single, draft exempt. Third class ticket. Disc, tape available now. Box 280C, B•T.

Announcer, some experience. Solid station background, strong commercials, news. Asset, permanent connection-married dependable. Car, travel, resume, tape. Arthur Bouldin, 48 Matinecock Ave., East Islip, New York. Islip 3-3179-M.

News, DJ, commercials, control board. Conscientious and reliable. Married, veteran, free to travel. Tape upon request. Al Martin, 1521 Market Street, Jacksonville, Florida.

Announcer, DJ, recent Cambridge graduate. Single ambitious, personality, love music, tape. Joseph Martin, 1140 St. Johns Place, Brooklyn 13, New York.

Responsible, personable, forward thinking young man, 25, family, draft exempt, no floater, desires position with future. DJ, newscaster, staff announcer with accent on writing, selling. Two years experience, will relocate. Resumes, tapes on request. Hank Santos, 411 Park Pl., Fort Lee, N. J. FO 8-7035.

Experienced news-sports editor wants live-wire opportunity. Now handling 4 major newscasts daily, plus sports. Able rewrite, reporting. C. D. Staterlee, Guymon, Okla.

Experienced announcer, all phases. Strong news, selling, pop music. Prefer East. John Steger, 119-10, 235 Street, Cambria Heights, Long Island, New York. Laurelton 8-6515.

Announcer-DJ-strong news and commericals. Limited experience, married veteran. Asset, travel, tape, resume. Frank Tavernese, 106-34 76 Street, Ozone Park, New York. Vi 5-9011.

Announcer, newscaster. Eight years experience in all phases. Strong on news and commercials. Family man. Available immediately. Al West, 428 E. Preston Street, Jackson, Tennessee. Phone 7-5101.

Morning man, deep voice, draft free, dependable. Anywhere. Telephone 705-W, Morganton ,N. C.

Technical

Technician, 1st class license, six years experience transmitter, studio, remotes, recordings. Box 164C, B•T.

Engineer, experienced construction-maintenance, remotes, control room, etc. Present chief. Box 206C, B•T.

First class license, two years at leading technical school, two years am. Just completed two years in Navy as electronics technician. Have done some combo work. Any location considered. State salary in first letter. Box 209C, B•T.

Engineer, first phone, 5½ years experience at 1000 watt regional station. Have car. Require two weeks notice. Box 210C, B•T.

First-class phone, experienced in regular transmitter duty and maintenance of transmitter, also studio. No announcing. References if necessary. Box 220C, B•T.

Combo, first phone. Graduate, Don Martin Radio School. 5 years experience as electronics technician. Prefer west coast station. Box 228C, B•T.

Chief engineer experienced in repair and maintenanace of am and fm, prefer midwest. Box 247C, B•T.

Engineer, first phone. Technical school graduate. Am experience available immediately. Box 262C, B•T.

First class phone, no experience, willing to travel. James S. Adler, 47-08 47th Avenue, Woodside 77, Long Island, New York.

First phone. Experienced. Available immediately. Clarence Bayer, Mt. Hawley Trailer Courts, Peoria, Ill.

Summer employment. First phone. Junior EE student. Jerald Felch, Holly, Michigan.

Engineer-announcer. First class—reliable, short on announcing. Presently employed, due to budget cutting somebody's gotta go. Can do hillbilly disc-work. Prefer transmitter in smalltown southeast $65.00. C. Jim Murphy, Manager, WRLD, West Point, Ga.

Situations Wanted—(Cont'd)

Production-Programming, Others

Program director-announcer, 15 years experience, every phase, top sports. Present job, six years. South preferred. Available on two weeks notice. Box 215C, B•T.

Program director experienced. Top station references. Now executive producer, top station. Box 223C, B•T.

Radio-tv writer: Prolific, productive, persuasive, colorful, compelling, creative, imaginative, intelligent, ingenious, expert, experienced, expensive. Box 224C, B•T.

Attention midwestern stations. Available sports director, program director. 6 years experience all phases. Box 240C, B•T.

Newsman. Journalism graduate. Experience in all phases radio, news. Available now. Box 249C, B•T.

When the after Christmas lull—Makes your log a trifle dull—Do your salesmen put asunder—Dismal thoughts of "going under"—Is yours a solid, sound, good station—A well-adjusted operation?—Now . . . do you need a copywriter—Experienced—not a fly-by-nighter?—I write copy that is saleable—Why not write me, I'm available. Box 252C, B•T.

Foreign correspondent for ABC. 3 years newspaper reporting. 1 year P-R. Seeks news position. Vet., 30, B.A., family. Box 272C, B•T.

University graduate, newspaper reporter four and a half years, year in radio traffic-programming, seeks PD, news or other suitable post. Prefer South. Box 273C, B•T.

Television

Managerial

Tv merger makes relocation advisable for top reference, economy-minded, nationally respected manager. Will welcome opportunities to discuss your present or future needs and my qualifications. Not above accepting lesser capactiy with good associates. Twenty year successful broadcasting background. Box 331A B•T.

General manager. Experienced in getting tv station on air. Varied experience and training. Seeking greater opportunity. Box 134C, B•T.

Sales manager-general manager. For past five years, vice president in charge of sales for one of America's oldest and most respected tv channels. Finest references. Nation-wide agency contacts. Available after Feb. 15. Prefer major market but will consider smaller market with option to buy interest. Write Box 203C, B•T.

Salesmen

Tv manager-sales manager. Strong on sales, over 6 years experience in major market. Excellent network and national agency contacts. Change in ownership forces move. Salary open. Write Box 259C, B•T.

Announcers

Wanna see them bright (klieg) lights! 10 years radio, 4 a PD. Got opening tv staff announcer? South or southwest. Box 238C, B•T.

Technical

Ten years experience am-fm-tv station construction and operation. South preferably Louisiana, Florida, Texas. Box 26C, B•T.

Tv chief engineer or assistant. Five years tv experience. Will send qualifications on request. Box 202C, B•T.

First class engineer, two years am and eight months tv experience including both am and tv remote and control work. Able projectionist and some camera operation experience. Box 236C, B•T.

Looking for a director of engineering or chief engineer? Highly qualified man desires position with television station. Five years television and twelve years radio experience. Present position, supervisor of engineering for one of midwest's largest television stations. Very capable in handling men and equipment. Married, four children. Good reason for leaving. Write Box 274C, B•T.

(Continued on next page)

Situations Wanted

Tv chief engineer with base degree, six years tv experience and 15 years radio experience, six positions as engineering manager in southwest. For further information, write or wire Box 271C, B•T.

Versatile cameraman, trained in Hollywood and experienced in both remote and studio camera operation and related jobs, i.e., floor managing, directing, set design, art work, slide photography and control board operation. Write Box 282C, B•T.

Production-Programming, Others

Writer director four years television; program and commercial experience. Three New York stations; interested in television station with local programming plans. Box 176C, B•T.

Recent S.R.T. graduate wishes to start in a production or technical capacity in newly opened television station. Willing to start at any salary. Box 200C, B•T.

Solid experience all phases film, tv, theatrical production. Good idea man, who knows how to produce in terms of dollars and cents return, perfect for ad agency, tv station, or film producer. Excellent references. Box 235C, B•T.

Announcer with am, tv experience, including tv production and film department work. College degree, trained in New York. Pleasant voice and personality. Write Box 281C, B•T.

Film production head or assistant. Experienced in organizing and planning complete film set-up and in writing, shooting and editing documentary films. Good educational and business background. Married, no children, age 33. Box 242C, B•T.

Woman with tv traffic, copy, production and on-camera experience desires position in tv operation. Also 11 years radio background. Now employed, assistant manager in radio. Will consider combination radio-tv work. Excellent references. Box 266C, B•T.

For Sale

Stations

Idaho radio station. Making money. All or part for sale. Opportunity for right person or party. Box 237C, B•T.

Rocky Mountain indie, 250 watt. Bills $65,000. Asking $42,500. Box 283C, B•T.

500 Watt daytime radio station for $25,000, cash. Write or wire Ed Bishop, Dalhart, Texas.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

General Electric 3 kw fm transmitter, 4-bay GE fm antenna, 1⅝ inch transmission line, Isocoupler. All good condition. Will sell all or separately. Bargain. Contact Box 54C. B•T.

Best offer takes Crouse-Hinds 300mm Beacon with flasher. Completely reconditioned. Meets CAA specs. Box 261C, B•T.

Collins 6-bay fm antenna mast-doughnut type 60 feet, $1,000. KDRO, Sedalia, Missouri.

Two—RCA TP-16 A projectors—perfect condition with assortment spare parts. Available immediately. Contact H. K. Martin, WALA-TV, Mobile, Alabama.

Complete Standard transcription library. Purchased recently for $1,200.00. Price $600.00. or best offer. WEAW, Evanston, Ill.

Best offer, Stancil-Hoffman, "minitape recorder." Good condition. Complete with batteries and recharger, but less microphone and headset. Chief engineer, WFCB, Dunkirk, New York.

RCA 10 kw fm transmitter. Hewlett-Packard fm monitor. Jones micro match. WFMJ Broadcasting Co., Youngstown, Ohio. Riverside 3-4121.

Wincharger tower with lights, guys and insulator. 200 feet. Ready for shipment. Make offer. Box 284C, B•T.

1 Federal 3 kw fm transmitter. 1 GE BM-a-A frequency and modulation monitor. WJBY, Gadsden, Alabama.

For Sale—(Cont'd)

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

Wired music or radio studio equipment: 1-#30 Gates console. 2-#28 CO Gates limiters. 6-6C line amplifiers. 1-C4 dual well desk. 2-CB7 transcription tables. 3 racks and panels with patch strips. 1 Seeburg "200" automatic record player. Bargin-Phone Craft Co., 427 No. Euclid, St. Louis, Mo.

Disc Jockeys! Cream of Wit classifies 6,000 laughlines alphabetically. Publisher, Sebring, Florida, $3.50.

Call Letter specialties—money getting promotions! Write RA-TEL, Box 770, Huntsville, Ala.

Wanted to Buy

Stations

Small or medium market station in middle Atlantic states. Give full particulars, first letter. Response will be held in strict confidence. Box 211C, B•T.

Responsible group of broadcasters, financially sound and experienced in all phases of broadcasting are interested in purchasing a Wisconsin radio station. All replies will be answered and information forwarded will be held in confidence. Box 239C, B•T.

Equipment, Etc.

Used camera chains, preferably DuMont. Needed immediately. Write Box 116C, B•T.

Five kilowatt air cooled am transmitter, tuning unit, 200 foot guyed tower, frequency and modulation monitor. Box 285C, B•T.

10 kw fm amplifier. WFMT, 1020 N. Lake Shore Drive, Chicago, Illinois.

Am transmitters, 1 kw and 5 kw. Towers of all types. Send complete information. William Blizzard, WMJM, Cordele, Georgia.

REL model 646B fm receiver in good working condition. Contact Manager, WONW Defiance, Ohio.

RCA 10 kw fm transmitter plus up to 600 feet, 3⅛ transmission line. WPAD-FM, Paducah, Kentucky.

Used or burned out 10 kw, modulation transformer and reactor. Write air-mail (10 cents), Box 1307, San Jose, Costa Rica.

Miscellaneous

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply to—Guy Farnsworth, KCRC, Enid, Okla., Secretary, Oklahoma Broadcasters Association.
Do not send tapes or discs.

Salesman

TIME SALESMAN

BE YOUR OWN BOSS

Choose your market or markets. Earnings unlimited. Dignified business. Rights now available for new, proven top radio show and merchandising plan. Tv option included. $300.00 investment required. Investment applies on rights purchase. Easy to oprate. Inquiries confidential. Give brief outline of your experience. Write Box 256C, B•T.

Help Wanted—(Cont'd)

Production-Programming, etc.

ASSISTANT RESEARCH

PROMOTION DIRECTOR

in New York office of leading television network. Needs basic knowledge of radio and television research techniques with ability to write and deliver sales presentations. Salary $125. per week. Write Box B•T 841, 221 W. 41st St., N. Y. 36, N. Y.

Television

Managerial

WANTED

TV MANAGER WITH BUSINESS AND SALES EXPERIENCE

Comparatively new vhf station with network affiliation located in town over 75,000. Prefer man with midwest background or experience. A good job in a good market. Box 250C, B•T.

Salesman

TELEVISION SALES MANAGER

Established television station in midwest market has opening for top sales manager. Must be 35 to 45 years of age, thoroughly experienced and capable of handling all details of local and regional sales for primary network television station. All replies confidential. Our own staff knows of this ad.

Salary commensurate with caliber of man we hire. The station will pay reasonable moving expenses.

Send complete resume, photograph to Box 275C, B•T. Interviews will be arranged.

Technical

TV ENGINEERS

Prominent midwestern manufacturer has opening for one or two engineers with good practical working knowledge of Tv transmitters, camera and studio gear. Good salary to right men who can roll up sleeves and go to work. Box 253C, B•T.

College graduate radio engineer with knowledge and experience in tv for uhf licensee, excellent opportunity for thoroughly trained and competent young man. Give step by step story of record, references and starting salary expected. Prefer man who has experience in field service. This position is open at once as station is beginning construction immediately. Box 233C, B•T.

Situations Wanted

Salesmen

SALES MANAGER

Now investigating change to more suitable family location. Just completed station's best year under pleasant circumstances. Earnings $9,350. Young, honest, never lost job in 11 years experience, all phases. Desire permanent location with solid vhf or radio sales or administration. Your interest will bring immediate reply. Box 162C, B·T.

Announcers

CAN YOUR SPORTS-MINDED STATION USE 13 YEARS AM-TV PLAY-BY-PLAY SPORTSCASTING EXPERIENCE?

Major league baseball, college and pro football, basketball, hockey, track, boxing, also excellent network news, special events background. Established reputation with national agencies, finest references. Want interesting am and or tv sports position, added news-special events duties acceptable. Apply Box 270C, B·T

Production-Programming, Others

HERE'S THE WOMAN YOU HAVE BEEN WAITING FOR!

Only 33 BUT has 15 years broadcasting, Tv and advertising experience! 11 years radio—network commercials, successful local women's programs in 2 important markets! 5 years Tv—production, acting, commentating! 5 years top retail fashion copy! Interested in women's shows, programming, public relations—AM or TV. Will go anywhere in U.S. Box 269C, B•T.

Television

Managerial

IF YOU ARE INTERESTED
in adding dollars AND stature to your radio or Television Enterprise—
IF YOU ARE LOOKING FOR
a person with know-how and ambition to help you accomplish this goal—
PLEASE CONTACT THIS MAN
of initiative and integrity with outstanding Agency and major Station Radio & Television experience. Has proven ability in all phases with emphasis on managerial level in Sales, Programming, Promotion and Public Affairs.
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FOR THE RECORD

TEXT OF FCC LETTER TO CONGRESS ON SEC. 309 (C) OF THE COMMUNICATIONS ACT

SEE STORY IN GOVERNMENT SECTION

The Commission wishes to recommend for the consideration of the Congress a proposed amendment to Section 309(c) of the Communications Act of 1934, as amended. A proposed bill is attached as an appendix to this letter. The objective of the proposed legislation is to clarify the so-called "protest rule" contained in Section 309(c) which was incorporated into the Communications Act by the Communications Act Amendments, 1952, 66 Stat. 711, so as to obviate the use of the new procedure as a device for delaying radio station grants which are in the public interest while at the same time retaining the rule's primary objective of providing interested parties with a means by which they may bring to the Commission's attention bona fide questions concerning grants made without hearing.

Section 309(c) provides that all authorizations granted without a hearing shall remain subject to protest by any "party in interest" for a thirty day period. The protest must show that the protestant is a party in interest and must specify with particularity the facts relied on to sustain the protest. Within fifteen days from the date of filing of a protest, the Commission must determine whether the protest meets these requirements. If the Commission so finds, the application involved must be set for hearing on the issues specified in the protest as well as such additional issues as the Commission may prescribe. The protestant has the burden of proof and the burden of proceeding with the evidence on issues set forth in his protest and not specifically adopted by the Commission. The Commission is directed to expedite protest hearing cases, and the effective date of the Commission's action protested is to be postponed until the Commission's decision after hearing, unless the particular authorization is necessary to the maintenance or conduct of an existing service. It should be noted that a bill extending the time in which the Commission may act on a protest to thirty days, H. R. 4558, has passed the House of Representatives and an identical bill, S. 1627, has been introduced in the Senate.

The protest rule has resulted in substantial delays in the construction and operation of new television or radio stations authorized by the Commission without hearing. For any "party in interest" may file a protest and it seems clear, under relevant court decisions, that the term "party in interest" includes not only existing stations in the same service as the grantee who might be adversely affected economically by the grant, but also stations in other broadcast services who might similarly suffer economic injury as a result of competition afforded by the new stations. Furthermore, if the protestant shows himself to be a party in interest and details his objections to the grant, the Commission is required to designate the application involved for hearing; it may not dispose of the protest on the pleadings, even though it would be otherwise possible to do so. And finally, since with respect to the authorization of new stations there is no existing service to be maintained, the Commission is required to postpone the effectiveness of the authorization pending any such hearing and the decision by the Commission. The result has been to make possible delaying tactics on the part of existing licensees or permittees attempting to forestall competition. And such hearings not only delay the effectiveness of the particular authorization involved but also occupy the time and efforts of members of the Commission's limited staff who could otherwise be utilized in connection with other proceedings, including necessary hearings involving competitive television applications.

In order to obviate these difficulties the enclosed proposal would amend Section 309(c) to make clear that while any party in interest could protest a grant of a permit made without hearing, such protest would not automatically result in staying the effectiveness of the grant or require a hearing regardless of the merits of the claims advanced by the protestant. Instead, the proposed new language would provide merely that within 30 days of the filing of such a protest the Commission, upon consideration of the protest and any reply thereto, would issue a decision either affirming its previous grant or suspending its effectiveness and designating the application for hearing. The proposed revision would also provide that the filing of a protest would not operate to stay the effective date of the grant unless the Commission expressly so ordered. It is believed that the revised language would achieve the apparent objective of the protest rule in affording interested parties an opportunity to bring to the attention of the Commission questions about grants made without hearing and to obtain a determination thereon. At the same time, it would avoid the utilization of the protest rule as a device for delay on the part of potential competitors.

The Commission, therefore, recommends that Section 309(c) should be amended as set forth in the attached proposed bill. The submission of this proposal to the Congress has been approved by the Bureau of the Budget. If there is any further information concerning this matter which the Commission can furnish you with, please do not hesitate to let us know.

By Direction of the Commission

Rosel H. Hyde
Chairman

FCC'S PROPOSED BILL
[Introduced Thursday as S2853
By Sen. Bricker]

SEE STORY IN GOVERNMENT SECTION

A bill to amend the Communications Act in regard to protests of grants of instruments of authorization without hearing.

Be it enacted by the Senate and the House of Representatives of the United States in Congress assembled, That subsection (c) of section 309 of the Communications Act of 1934, as amended, is amended to read as follows:

"(c) When any instrument of authorization is granted by the Commission without a hearing as provided in subsection (a) hereof, such grant shall remain subject to protest as hereinafter provided for a period of thirty days. During such thirty day period any party in interest may file a protest under oath directed to such grant and request that the order so granted be set aside. Any protest so filed shall be served on the grantee, and shall specify with particularity the facts, matters or things relied upon by the protestant as showing that the grant would not be in the public interest or was improperly made. The Commission shall within thirty days of the filing of the protest render a decision, which decision shall either affirm the grant or designate the application for hearing, and shall specify the grounds and reasons for such determination. In the event that the Commission designates the application for hearing it shall postpone the effective date of the Commission's action to which protest is made to the effective date of the Commission's decision after hearing unless the authorization involved is necessary to the maintenance or conduct of an existing service, in which event the Commission shall authorize the applicant to utilize the facilities or authorization in question pending the Commission's decision after hearing. The filing of a protest shall not, without special order of the Commission for good cause shown, operate in any manner to stay or postpone the effective date of the grant."

Employment Service (Cont'd)

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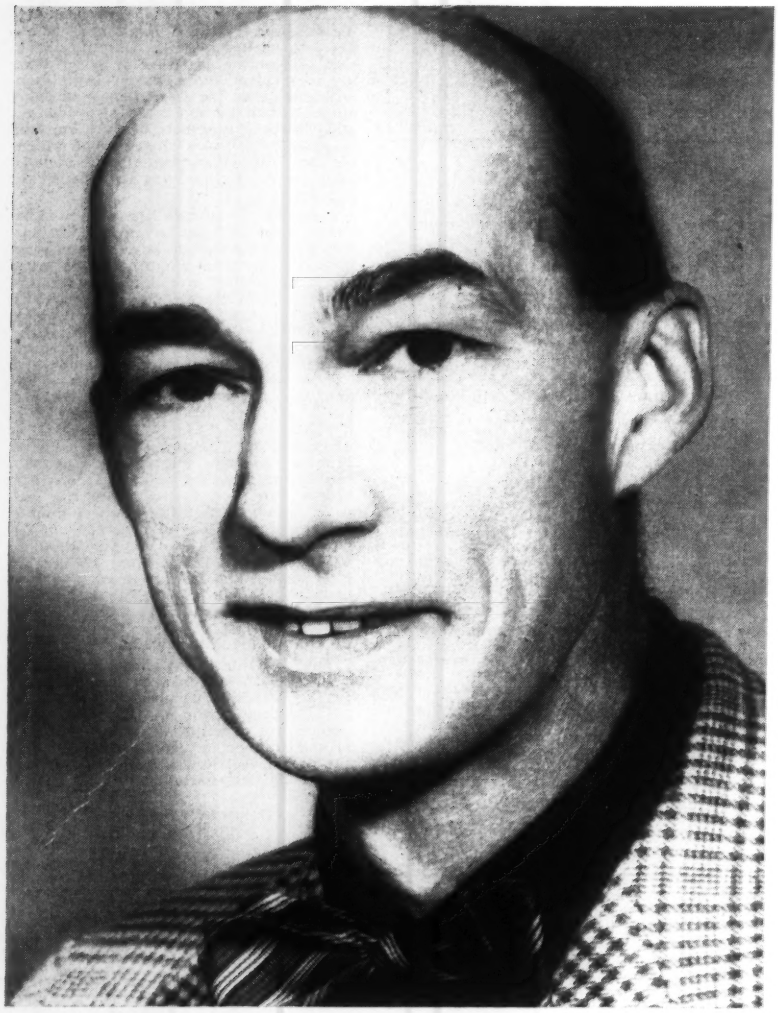

Hundred-and-forty-three percenter

■ Individual as a gold inlay, E. Gilbert Forbes is news editor of WFBM and the number one newscaster in Indiana. He spends 80% of his time preparing broadcasts and telecasts, 5% of his time on radio (20 quarter-hours a week), 3% of his time on tv (16 fifteen-minute or five-minute newscasts), 25% of his time in outside activities, and 30% with home and family. If the total is 143%, it's about right. This is a busy fellow.

Now in his sixteenth year as a news editor hereabouts, E.G.F. was college trained in journalism, entered radio in St. Louis, moved to WFBM in 1937, and spent 1944 as a war correspondent in Europe interpreting the ETO for our listeners.

His technique is simple: He studies world affairs and delivers the news. Much in demand for personal appearances, and practically unable to say no, Gilbert Forbes once discovered that he was expected to address three different groups at practically the same time. His resolution of this difficulty was a masterpiece of tact and timing.

Forbes is seen six days a week on tv; heard seven days a week on radio; viewed with fellow-members of the Indianapolis Literary Club, the Press Club, the Artists' Society and the Meridian Heights Presbyterian Church, a few of the organizations in which he is active.

When a Hoosier host wants to hit an arguing guest over the head with a piece of inflexible logic, all he has to say is "Gil Forbes said so." If Forbes said it, it's true, correlated, analyzed, evaluated, put in proper perspective and well expressed.

Year after year, Hoosiers listen to Gilbert Forbes and the news. There may be a better framework for commercials selling items with general appeal, but not in these parts. Check the Katz man for availabilities.

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TELESTATUS®

Feb. 1, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000
► WBRC-TV (6) NBC; Raymer; 184,300
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52—Unknown
Decatur†—
WMSL-TV (23) 12/26/52-5/1/54
Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 52,500
► WKAB-TV (48) CBS, DuM; Forjoe; 44,850
Montgomery†—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 22,300
Montgomery Bcstg. Co. (12), Initial Decision 10/7/53

ARIZONA

Mesa (Phoenix)—
► KTYL-TV (12) NBC, DuM; Avery-Knodel; 80,289
Phoenix—
► KOOL-TV (10) Hollingbery; 80,289
► KOY-TV (10) Blair; 80,289
► KPHO-TV (5) ABC, CBS, DuM; Katz; 80,289
Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 18,100
► KVOA-TV (4) NBC; Raymer; 18,100
Yuma†—
► KIVA (11) DuM; Forjoe; 17,902

ARKANSAS

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
Hot Springs†—
Southern Newspapers Inc. (9) 1/20/54—Unknown
Little Rock—
KARK-TV (4) NBC; Petry; 6/18/53-4/1/54 (granted STA Jan. 11)
KETV (23), 10/30/53-Unknown
► KRTV (17) CBS, DuM; 51,000
Pine Bluff†—
► KATV (7) Avery-Knodel; 56,102

CALIFORNIA

Bakersfield—
► KERO-TV (10) CBS, NBC; Avery-Knodel; 98,831
► KAFY-TV (29) ABC, DuM; Forjoe; 49,600
Berkeley (San Francisco)—
*KQED (*9) 7/24/53-Unknown*
Chico—
► KHSL-TV (12) CBS, NBC; Grant; 28,200
Corona†—
KCOA (52), 9/16/53-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair
Fresno—
KBID-TV (53) Meeker; 8/12/53-February '54
► KJEO-TV (47) ABC; Branham; 81,850
► KMJ-TV (24) CBS, NBC; Raymer; 79,147
Los Angeles—
KBIC-TV (22), 12/10/52-Spring '54
► KABC-TV (7) ABC; Petry; 1,758,985
► KHJ-TV (9) H-R; 1,758,985
► KCOP (13) Katz; 1,758,985
► KNBH (4) NBC; NBC Spot Sls.; 1,758,985
► KNXT (2) CBS; CBS Spot Sls.; 1,758,985
► KTLA (5) Raymer; 1,758,985
► KTTV (11) DuM; Blair; 1,758,985
► KTHE (*28)
Merced†—
KMER (34), 9/16/53-Unknown
Monterey†—
► KMBY-TV (8) CBS; Hollingbery; 190,212
Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
► KCCC-TV (40) (c)
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
► KSBW-TV (8) CBS, NBC; Hollingbery; 190,212
San Bernardino†—
KITO-TV (18), 11/6/52-Unknown
Orange Belt Telecasters (30), Initial Decision 9/18/53
San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
► KFSD-TV (10) NBC; Katz; 206,382
Elliot Cushman (21), 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-February '54 (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 812,150
► KPIX (5) CBS, DuM; Katz; 812,150
► KRON-TV (4) NBC; Free & Peters; 812,150
KSAN-TV (32) McGillvra; 4/29/53-3/1/54
San Jose†—
KVIE (48), 6/17/53-October '54
Standard Radio & Tv Co. (11), Initial Decision 11/18/53
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 62,362
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 413,827
Stockton†—
► KTVU (36) Hollingbery
Radio Diablo Inc. (13) Initial Decision 1/21/54
Tulare (Fresno)—
► KCOK-TV (27) DuM; Forjoe; 104,000
Yuba City†—
KAGR-TV (52), 3/11/53-Unkonwn

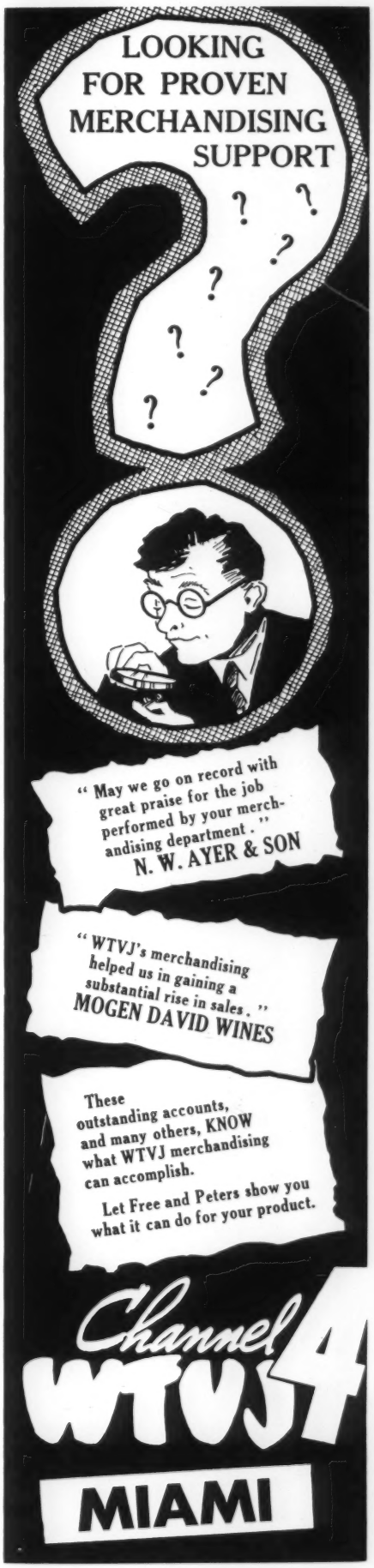
COLORADO

Colorado Springs†—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 37,604
► KRDO-TV (13) NBC; McGillvra; 16,000
Denver—
► KBTV (9) ABC, CBS; Free & Peters; 197,516
► KFEL-TV (2) NBC; Blair; 197,516
► KLZ-TV (7) CBS; Katz; 197,516
► KOA-TV (4) NBC; Petry; 197,516
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-May '54
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 38,000
► KDZA-TV (3) McGillvra; 40,000

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 50,117
WSJL (49), 8/14/52-Unknown
Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown
New Britain—
► WKNB-TV (30) CBS, DuM; Bolling; 137,063
New Haven—
WELI-TV (59), H-R; 6/24/53-Summer '54
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 635,190
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCTN (*63), 1/29/53-Unknown*
Stamford†—
WSTF (27), 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC, DuM; Rambeau; 94,500

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.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DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 184,762
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 581,373
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000

FLORIDA

Clearwater†—
Pioneer Gulf Tv Bcstrs. (32), 12/2/53-March '54

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 86,000
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
WINK (11) Weed; 3/11/53-2/1/54

Jacksonville—
► WJHP-TV (36) Perry
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 208,441
WOBS-TV (30) Stars National; 8/12/53-April '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27), 12/2/53-Unknown
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 235,000
Miami-Biscayne Tv Corp. (33), 12/9/53-Unknown

Orlando†—
WDBO-TV (6) CBS; Blair; 10/14/53-April '54

Panama City†—
► WJDM (7) CBS; Hollingbery

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery
► WPFA (15) CBS, DuM; Young

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-Early '54

West Palm Beach—
► WIRK-TV (21) Weed; 21,405
WJNO-TV (5), 11/4/53-6/1/54

GEORGIA

Albany†—
Herald Pub. Co. (10) Burn-Smith; 1/13/54-6/1/54

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 340,810
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC; Hollingbery; 40,800
WRDW-TV (12) CBS; Headley-Reed; 9/16/53-2/1/54

Columbus—
► WDAK-TV (28) ABC, NBC; Headley-Reed; 16,500
► WRBL-TV (4)

Macon—
► WETV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) CBS, DuM; Katz; 60,000

Rome†—
► WROM-TV (9) Weed; 75,500

Savannah†—
WTOC-TV (11) CBS; Katz; 6/26/53-2/14/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-February '54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 24,200
► KIDO-TV (7) NBC, DuM; Blair; 17,800
KTVI (9) ABC; Hollingbery; 1/15/53-October '54

Idaho Falls—
► KID-TV (3) CBS, NBC; Petry; 10,000
KIFT (8) ABC; Hollingbery; 2/26/53-April '54

Nampa†—
KFXD-TV (6) Hollingbery; 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-March '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-5/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 165,000

Bloomington†—
► WBLN (15) McGillvra

Champaign—
► WCIA (3) Hollingbery; 240,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,800,000
► WBKB (7) ABC; Blair; 1,800,000
► WGN-TV (9) DuM; Hollingbery; 1,800,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,800,000
*Chicago Educational Tv Assn. (*11), 11/5/53-Unknown*

Danville—
► WDAN-TV (24) Everett-McKinney

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 127,500

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22)

Joliet†—
WJOL-TV (48), 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 124,825
► WTVH-TV (19) ABC, DuM; Petry; 106,405

Quincy†—
► KHQA-TV (7) (See Hannibal Mo.)
► WGEM-TV (10) ABC, NBC; Walker; 90,200

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 173,002
► WTVO (39) CBS, NBC, DuM; Weed; 56,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 250,361

Springfield—
► WICS (20) ABC, CBS, NBC, DuM; Young; 61,169

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 303,040

Elkhart†—
WSJV (52) H-R; 6/3/53-3/1/54

Evansville†—
► WFIE (62) Taylor; 30,000

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 49,890
Anthony Wayne Bcstg. Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 423,000
WJRE (26), 3/26/53-Unknown
Universal Bcstg. Co. (8), Bolling; Initial Decision 12/7/53-7/1/54

LaFayette†—
► WFAM-TV (59) Rambeau; 40,320

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Walker; 54,230

Princeton†—
► WRAY-TV (52) Walker; 25,000

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 93,081

Terre Haute†—
WTHI-TV (10), 10/7/53-Unknown

Waterloo†—
WINT (15) 4/6/53-3/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, NBC, DuM; Weed; 161,946

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Cedar Rapids—
► KCRI-TV (9) H-R; 100,000
► WMT-TV (2) CBS; Katz; 90,967
Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 250,361
Des Moines—
► KGTV (17) Hollingbery; 29,424
WHO-TV (13) NBC; Free & Peters; 9/2/53-Spring '54
Fort Dodge†—
► KQTV (21) Pearson; 40,000
Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-Spring '54
Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) CBS, NBC, DuM; Katz; 80,000
KCOM Bcstg. Co. (4) 1/21/54-Unknown
Waterloo†—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 81,780

KANSAS

Hutchinson—
► KTVH (12) CBS, DuM; H-R; 80,382
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
► KOAM-TV (7) CBS, NBC, DuM; Katz; 50,000
Topeka—
KTKA (43), 11/5/53-Unknown
► WIBW-TV (13) CBS; Capper Sls.; 43,978
Wichita—
KAKE Bcstg. Co. (10), Initial Decision 10/30/53
► KEDD (16) ABC, NBC; Petry; 55,665

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson†—
► WEHT (50) CBS; Meeker; 31,000
Lexington†—
WLAP-TV (27) Pearson; 12/3/53-4/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 326,776
► WHAS-TV (11) (b) CBS; Harrington, Righter & Parsons
► WKLO-TV (21) ABC, DuM; Taylor; 51,557
WLOU-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown
Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5), 12/30/53-Unknown
KSPJ (62) 4/2/53-Unknown
Baton Rouge—
KHTV (40), 12/18/52-Unknown
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 44,300
Louisiana Tv Bcstg. Corp. (2), Initial Decision 12/22/53
Lafayette†—
KVOL-TV (10), 9/16/53-3/15/54
KLFY-TV (10), 9/16/53-3/15/54
Lake Charles†—
KPLC-TV (7) 11/12/53-Unknown
► KTAG (25) ABC, CBS, DuM; Young
Monroe—
► KNOE-TV (8) ABC, CBS, DuM; H-R; 85,500
► KFAZ (43) Headley-Reed; 15,160
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late Winter '54
WCNO-TV (32) Forjoe; 4/2/53-Spring '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 235,077
► WJMR-TV (61) DuM; Bolling; 56,443
WTLO (20), 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 51,520
Lewiston—
► WLAM-TV (17) ABC, CBS, DuM; Everett-McKinney; 15,500
Poland†—
WMTW (8), 7/8/53-4/1/54
Portland—
► WCSH-TV (6) NBC; Weed; 84,527
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54
► WPMT (53) ABC, CBS, NBC, DuM; Everett-McKinney; 29,000

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 529,974
► WBAL-TV (11) NBC; Petry; 529,974
WITH-TV (60) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 529,974
United Bcstg. Co. (18), 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-3/1/54

MASSACHUSETTS

Adams (Pittsfield)†—
WMGT (74) Walker; 2/18/53-2/1/54
Boston—
WBOS-TV (50), 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,143,486
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44), 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,143,486
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; 87,459
Lawrence†—
WGIM (72), 6/10/53-Unknown
New Bedford†—
WTEV (28), Walker; 7/11/53-Spring '54
Pittsfield†—
WBEC-TV (64), 11/12/53-Unknown
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 110,000
► WWLP (61) ABC, NBC; Hollingbery; 110,000
Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-April '54
► WWOR-TV (14) ABC, DuM; Raymer; 45,000

MICHIGAN

Ann Arbor—
► WPAG-TV (20) Dum; Everett-McKinney; 16,400
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
► WBKZ (64) ABC; Weed; 55,924
Bay City (Midland, Saginaw)—
WNEM-TV (5) NBC, DuM; Headley-Reed; 9/2/53-2/15/54 (granted STA Jan. 13)
Benton Harbor†—
WHFB-TV (42), 2/26/53-Unknown
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed
Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,405,800
► WWJ-TV (4) NBC; Hollingbery; 1,144,890
► WXYZ-TV (7) ABC; Blair; 1,128,632
East Lansing†—
► WKAR-TV (*60)
Flint—
WFDF-TV (12), Initial Decision 5/11/53
► WTAC-TV (16) ABC; Raymer; 42,500
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 346,108
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 345,848
Lansing—
► WILS-TV (54) DuM; Taylor; 25,096
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 245,320
Muskegon†—
WTVM (35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 69,280
WSBM-TV (51), 10/29/53-Unknown
Traverse City†—
WPBN-TV (7), 11/25/53-Unknown

MINNESOTA

Austin†—
► KMMT (6) ABC, CBS, DuM; Pearson; 74,013
Duluth†—
KDAL-TV (3) NBC; Avery-Knodel; 12/11/53-3/1/54
► WFTV (38) ABC, CBS, NBC, DuM; Young; 34,500
Hibbing†—
North Star Tv Co. (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
► WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 420,500

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

KCRI-TV appeals to *both* of them. The Iowa farmer *and* his city neighbor. On KCRI-TV Channel 9 they both get what they want in live, local programming and choice network fare. That's why KCRI-TV *sells* Iowa's second largest urban market (dollar volume of retail sales) and Northeast Iowa's rich farm market. And at ⅔ the cost of other local TV media. Pop. 536,190. Retail sales $622 million. Gross farm income $485 million. Get all the facts from H-R Television, Inc.

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CEDAR RAPIDS, IOWA
Covering Northeast Iowa

HABITANTES DE LOS ANDES

W·H·E·N

Rejoice with the lovable llama,
TV is his favorite dish;
Since **WHEN** became part of his diet,
He's gratified every wish.

And that just about sums up the attitude of the folks in Andes, N. Y. (where they haven't seen a llama since the winter of '78.) Andes is only one of more than 250 communities in Central N. Y. who watch the world on Channel 8. And when the Andesians are heavy with dinero, they saddle up and ride, vaquero, ride to Syracuse for a spell of spending. (P. S. They know what to buy — they saw it on WHEN.)

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KATZ AGENCY

Everybody WATCHES

W·H·E·N
TELEVISION
SYRACUSE

CBS
ABC
DUMONT

A
MEREDITH
STATION

FOR THE RECORD

► WTCN-TV (11) ABC; Blair; 413,400

Rochester—
► KROC-TV (10) ABC, NBC, DuM; Meeker; 65,000

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 420,500
► WMIN-TV (11) ABC; Taylor; 413,400

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown

Jackson—
► WJTV (25) ABC, CBS, NBC, DuM; Katz; 31,996
► WLBT (3) NBC; Hollingbery; 31,996
WSLI-TV (12) ABC; Weed; 7/22/53-3/31/54

Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, DuM; Headley-Reed; 32,000

MISSOURI

Cape Girardeau†—
KFVS-TV (12) Pearson; 10/14/53-April '54
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia†—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 39,343

Festus†—
► KACY (14) Raymer; 201,200

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 96,606

Joplin†—
KSWM-TV (12), 12/23/53-Unknown

Kansas City—
► KCMO-TV (5) ABC; Katz; 365,480
► KCTY (25) ABC, CBS, DuM; Avery-Knodel; 51,363
► KMBC-TV (9) CBS; Free & Peters; 365,480
► WDAF-TV (4) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 365,480
► WHB-TV (9) CBS; Blair; 365,480

Kirksville†—
KBIZ Inc. (3) 12/16/53-6/15/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 87,561

St. Louis—
► KACY (14) See Festus
*KETC (*9) 5/7/53-Unknown*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 555,914
► KSTM-TV (36) ABC; H-R; 205,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-February '54

Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 42,300

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; 4,500
KRHT (8), 1/15/53-Unknown

Butte†—
► KOPR-TV (4) ABC, CBS; Hollingbery; 7,000
► KXLF-TV (6) CBS, NBC, DuM; Walker; 4,000

Great Falls†—
KFBB-TV (5) CBS; Weed; 1/15/53-Spring '54

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege†—
► KHOL-TV (13) CBS, DuM; Meeker; 15,630

Lincoln—
► KFOR-TV (10) ABC; Raymer; 75,938
► KOLN-TV (12) DuM; Weed; 75,938

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 227,689
► WOW-TV (6) DuM, NBC; Blair; 227,689

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401

Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 12,740

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
WMUR-TV (9) Weed; 8/26/53-2/15/54

Mt. Washington†—
WMTW (8), 7/8/53-4/1/54

NEW JERSEY

Asbury Park†—
► WRTV (58)

Atlantic City—
► WFPG-TV (46), ABC, CBS, NBC, DuM; Pearson; 15,937
WOCN (52), 1/8/53-Unknown

Camden†—
South Jersey Bcstg. Co. (17) Initial Decision 12/23/53

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*

Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown.

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 39,000
► KOAT-TV (7) ABC; Hollingbery; 36,000
► KOB-TV (4) ABC, CBS, NBC, DuM; Branham; 38,518

Clovis†—
KNEH (12), 3/4/53-Unknown

Roswell†—
► KSWS-TV (8) ABC, DuM; Meeker; 16,219

NEW YORK

Albany (Schenectady, Troy)—
WPTR (23), 6/10/53-Unknown
► WROW-TV (41) ABC; Bolling; 57,000
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12), ABC, CBS, NBC, DuM; Bolling; 209,357
*WQTV (*46), 8/14/52-Unknown*

Bloomington† (Lake Placid)—
Great Northern Tv Inc. (5), 12/2/53-Summer '54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 362,017-(a)
► WBUF-TV (17) ABC, CBS, DuM; H-R; 120,000
*WTVF (*23) 7/24/52-Unknown*

Elmira—
► WECT (18) NBC; Everett-McKinney; 21,861
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 24,253

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown

Kingston†—
WKNY-TV (66) CBS, NBC, DuM; Meeker; March '54

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*

Poughkeepsie†—
WEOK-TV (21) 11/26/52-Unknown

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) ABC, CBS, NBC, DuM; Hollingbery; 205,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 205,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 205,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 301,750
WTRI (35) CBS; Headley-Reed; 6/11/53-2/15/54

Syracuse—
► WHEN (8) ABC, CBS, DuM; Katz; 296,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 296,962

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 132,000

Watertown†—
WWNY-TV (48) Weed; 12/23/52-Unknown

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 19,400
WLOS-TV (13), 12/9/53—Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC; Bolling
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 381,145

Durham†—
WCIG-TV (46) NBC, DuM; H-R; 2/26/53-Unknown
Durham Bcstg. Enterprises Inc. (11) 1/21/54-Unknown

Goldsboro†—
WTVX (34), 9/30/53-Unknown

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 201,370

Greenville—
WNCT (9) CBS, DuM; Pearson

Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 48,820

Wilmington†—
WMFD-TV (6), NBC; Weed; 7/30/53-2/15/54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 157,580
► WTOB-TV (26) ABC, DuM; H-R; 41,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair

Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 22,850

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 16,000

Valley City†—
KXJB-TV (4) Weed; 8/5/53-Early '54

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 49,431
Ashtabula†—
► WICA-TV (15) Gill-Perna

Cincinnati—
*WCET (*48), 12/2/53-Unknown*
WCIN-TV (54), Forjoe; 5/14/53-October '54
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 834,286
► WNBK (4) NBC; NBC Spot Sls.; 823,629
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
United Bcstg. Co. (19), 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
►WTVN (6) ABC, DuM; Katz; 336,737

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 406,320
► WIFE (22) Headley-Reed; 36,952
► WLWD (2) NBC; WLW Sls.; 300,000

Elyria†—
Elyria-Lorain Bcstg. Co. (31) Initial Decision 1/27/54

Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
►WLOK-TV (73) CBS, NBC, DuM; H-R; 49,079

Massillon†—
WMAC-TV (23) Petry; 9/4/52-4/15/54

Steubenville—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,000

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 276,229

Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 105,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 105,000
WUTV (21) Petry; 9/25/52-Unknown

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 21,425

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54

Enid†
Streets Electronics Inc. (5), 12/16/53-Unknown

Lawton†—
►KSWO-TV (7) Everett-McKinney; 34,772

Miami†—
KMIV (58), 4/22/53-Unknown

Oklahoma City—
►KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, DuM; H-R; 82,174
► KWTV (9) CBS; Avery-Knodel; 244,759
► WKY-TV (4) ABC, CBS, NBC, DuM; Katz; 244,759
*Oklahoma Educational Tv Authority (*13), 12/2/53-Unknown*

Tulsa—
KCEB (23) Bolling; 2/26/53-2/1/54 (granted STA Jan. 18)
► KOTV (6) ABC, CBS, NBC; Petry; 200,000

OREGON

Eugene†—
KVAL-TV (13) Hollingbery; 5/14/53-3/1/54

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair

Portland—
► KOIN-TV (6); CBS; Avery-Knodel; 138,876
► KPTV (27) NBC; NBC Spot Sls.; 149,156
Oregon Tv Inc. (12), Initial Decision 11/10/53

Salem†—
KPIC (24) 12/9/53-February '54 (granted STA Aug. 4)
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67), 7/16/53-Early '54
WQCY (39), 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 64,427

Chambersburg†—
► WCHA-TV (46) Forjoe; 13,500

Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 65,098

Erie—
► WICU (12) ABC, CBS, NBC, DuM; Petry; 208,500
WSEE (35), 10/14/53-Unknown
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-3/1/54
► WHP-TV (55) CBS; Bolling; 85,750
► WTPA (71) NBC; Headley-Reed; 85,750

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 732,933

Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 284,476
WWLA (21) Taylor; 5/7/53-Early '54

Lebanon†—
► WLBR-TV (15) Pearson; 138,300

Lewiston†—
WMRF-TV (38), 4/2/53-Unknown

New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 85,802

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,592,000
► WFIL-TV (6) ABC, DuM; Katz; 1,741,272
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,724,329

Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 803,330
► WENS (16) ABC, CBS; Petry; 154,239
► WKJF-TV (53) Weed; 160,000
*WQED (*13), 5/14/53-February '54 (granted STA Oct. 14)*
WTVQ (47) Headley-Reed; 12/23/52-Early '54

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 45,973
► WHUM-TV (61) CBS; H-R; 175,000

Scranton—
WARM-TV (16) Hollingbery; 2/26/53-2/9/54
► WGBI-TV (22) CBS; Blair; 115,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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Name

Firm

Street

City Zone

State

► WTVU (73) Bolling; 150,424

Sharon†—
Leonard J. Shafitz (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 130,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 125,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54

York—
► WNOW-TV (49) DuM; Hollingbery; 72,000
► WSBA-TV (43) ABC; Radio-Tv Representatives; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,080,413
WNET (16) ABC, DuM; Raymer; 4/8/53-2/5/54
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54), 10/21/53-Unknown

Anderson†—
► WAIM-TV (40) CBS; Burn-Smith; 43,000

Camden†—
WACA-TV (15) 6/3/53—Unknown

Charleston†—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 44,800

Columbia—
► WCOS-TV (25) ABC, NBC, DuM; Headley-Reed; 36,482
► WIS-TV (10) NBC; Free & Peters; 63,075
► WNOK-TV (67) CBS, DuM; Raymer; 35,000

Florence†—
WPDV (8), CBS; 11/25/53-Sept. '54

Greenville—
► WFBC-TV (4) NBC; Weed
► WGVL (23) ABC, NBC, DuM; H-R; 40,863

Greenwood†—
WCRS-TV (21), 4/8/53-Unknown

Spartanburg†—
WORD-TV (7), 11/25/53-Unknown
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC; Raymer; 47,189

TENNESSEE

Chattanooga†—
WOUC (49) Pearson; 8/21/52-Unknown
WTVT (43), 8/21/52-Unknown
WDEF Bcstg. Co. (12), Initial Decision 1/19/54

Jackson†—
WDXI-TV (9), 12/2/53-6/1/54

Johnson City†—
► WJHL-TV (11) Pearson; 42,178

Knoxville—
► WROL-TV (6) Avery-Knodel; 50,915
► WTSK (26) CBS, DuM; Pearson; 42,380

Memphis—
► WHBQ-TV (13) Blair; 249,121
► WMCT (5) ABC, CBS, NBC, DuM; Branham; 249,121

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 133,869
► WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 138,443

Old Hickory (Nashville)—
WLAC-TV (5), Katz; 8/5/53-March '54

TEXAS

Abilene†—
► KRBC-TV (9) Pearson; 20,312

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 42,280
► KGNC-TV (4) NBC, DuM; Taylor; 42,280
KLYN-TV (7), 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 55,018

Beaumont†—
KBMT (31), 12/4/52-Unknown
KTRM-TV (6), Initial Decision 7/22/53

Corpus Christi†—
Coastal Bend Tv Co. (22), 1/6/53-Unknown
H. L. Hunt (43), 12/9/53-Unknown

Dallas—
KDTX (23), 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 316,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 316,000

El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 36,503
► KTSM-TV (9) NBC; Hollingbery; 34,380

Ft. Worth—
KTCO (20), 3/11/53-Unknown
► WBAP-TV (5) ABC, NBC; Free & Peters; 301,400

Galveston—
► KGUL-TV (11) ABC, CBS, NBC, DuM; CBS Spot Sls.; 235,000

Harlingen†—
► KGBT-TV (4) CBS; Pearson; 27,700

Houston—
► KNUZ-TV (39) DuM; Forjoe; 59,666
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 300,000
KTVP (23), 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29), 6/18/53-Unknown
Houston Tv Co. (13), Initial Decision 1/14/53

Longview†—
► KTVE (32) Forjoe; 16,100

Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 37,923
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 40,893
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Taylor; 3/11/53-1954

Marshall†—
KMSL (16), 6/25/53-Unknown

Midland—
►KMID-TV (2) NBC; Taylor; 24,500

San Angelo†—
► KTXL-TV (8) CBS; Taylor; 18,047

San Antonio—
KALA (35), 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 176,070
► WOAI-TV (4) NBC; Petry; 178,043

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 65,543

Texarkana—
► KCMC-TV (6) ABC, CBS, DuM; Taylor; 65,000

Tyler†—
► KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 8,000
Lucille Ross Lansing (7) 1/27/54-Unknown

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC; Pearson; 30,000

Weslaco†—
KRGV-TV (5) NBC, DuM; Raymer; 7/16/53-1/31/54 (granted STA Jan. 18)

Wichita Falls†—
► KFDX-TV (3) ABC, NBC; Raymer; 44,000
► KWFT-TV (6) CBS, DuM; Blair; 44,000

UTAH

Provo†—
KOVO-TV (11), 12/2/53-Unknown

Salt Lake City—
► KDYL-TV (4) NBC; Blair; 152,600
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 156,200
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WCAX Bcstg. Corp. (3), Initial Decision 10/2/53

VIRGINIA

Danville†—
WBTM-TV (24) Hollingbery; 12/18/52-2/8/54 (granted STA Jan. 7)

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 71,239

Harrisonburg†—
► WSVA-TV (3) NBC; Devney; 66,842

Lynchburg—
► WLVA-TV (13) CBS, DuM; Hollingbery; 97,218

Marion†—
WMEV-TV (50) Donald Cooke; 4/2/53-Unknown

Newport News—
► WACH (33) Avery-Knodel

Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; 207,600
► WTOV-TV (27) ABC, DuM; Forjoe; 81,100
► WVEC-TV (15) See Hampton

Richmond—
WOTV (29), 12/2/53-Unknown
► WTVR (6) ABC, CBS, NBC, DuM; Blair; 186,527

Roanoke—
► WSLS-TV (10) NBC; Avery-Knodel; 113,356

WASHINGTON

Bellingham†—
► KVOS-TV (12) Forjoe; 33,301

Seattle—
► KING-TV (5) ABC; Blair; 326,000
► KOMO-TV (4) NBC; Hollingbery; 326,000
*KUOW-TV (*9), 12/23/53-September '54*

Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 50,823
► KXLY-TV (4) CBS, DuM; Walker; 46,678

Tacoma—
► KMO-TV (13) NBC; Branham; 316,100
► KTNT-TV (11) CBS, DuM; Weed; 326,000

Vancouver†—
KVAN-TV (21) 9/25/53-Unknown

Yakima—
► KIMA-TV (27) CBS; Weed; 14,733

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown

Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 22,500
The Tierney Co. (8) Initial Decision 1/25/54

Fairmont†—
WJPB-TV (35) ABC, DuM; Headley-Reed; 7/1/53-2/21/54

Huntington—
► WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 260,682

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 17,000

Wheeling—
WLTV (51), 2/11/53-Unknown
► WTRF-TV (7) NBC; Hollingbery; 451,500

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 54,230

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253

La Crosse†—
WKBT (8) NBC; Raymer; 10/28/53-Summer '54
La Crosse Tv Corp. (38), 12/16/53-Unknown

Madison—
*WHA-TV (*21), 10/7/53-Unknown*
► WKOW-TV (27) CBS; Headley-Reed; 35,000
► WMTV (33) ABC, DuM; Meeker; 32,000

Marinette†—
WMGB-TV (11), 11/18/53-Unknown

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 236,640
► WOKY-TV (19) ABC, DuM; H-R; 236,640
► WTMJ-TV (4) ABC, NBC; DuM; Harrington, Righter & Parsons; 644,973

Neenah†—
► WNAM-TV (42) George Clark

Oshkosh—
► WOSH-TV (48) Headley-Reed; 15,114

Superior†—
WDSM-TV (6) CBS; Free & Peters; 10/14/53 3/1/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

West Coast

$250,000.00

Located in one of the country's top markets, this west coast facility offers an excellent opportunity for profits and growth. Ideal year-round climate and living conditions.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

WYOMING

Casper†—
KSPR-TV (2), 5/14/53-Unknown
Cheyenne†—
KFBC-TV (5) CBS; Hollingbery; 1/23/53-2/15/54

ALASKA

Anchorage†—
►KFIA (2) CBS, NBC; Weed
►KTVA (11) NBC, DuM; Feltis
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
►KGMB-TV (9) ABC, CBS; Free & Peters; 41,000
►KONA (11) NBC, DuM; NBC Spot Sls.; 41,000
KULA-TV (4) Headley-Reed; 5/14/53-March '54

PUERTO RICO

San Juan†—
WAPA-TV (4) NBC, DuM; Carribean Networks; 8/12/53-February '54
WKAQ-TV (2) Inter-American; 7/24/52-February '54

CANADA

London†—
►CFPL-TV (10)
Montreal—
►CBFT (2) 86,800
►CBMT (6)
Ottawa—
►CBOT (4) 10,100
Sudbury†—
►CKSO (5) 4,141
Toronto—
►CBLT (9) 222,500
Vancouver—
►CBUT (2)

MEXICO

Matamoros† (Brownsville, Tex.)—
►XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200
Tijuana† (San Diego)—
►XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions: 359; total cities with stations on air: 238. Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 27,685,000.
*** Indicates educational stations**
† Cities NOT interconnected with AT&T.
(a) Figure does not include 245,258 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) Figure not available for KCCC-TV Sacramento pending new survey now in progress.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

FEBRUARY

Feb. 1 (week of): FCC network "giveaway" case, oral argument before Supreme Court.

Feb. 1-2: ABC-AM-TV Affiliates meeting, Drake Hotel, Chicago.

Feb. 4-6: Audio Fair, Alexandria Hotel, Los Angeles.

Feb. 5-6: Montana Radio Stations Inc., Park Hotel, Great Falls.

Feb. 5-7: Women's Advertising Clubs, eastern conference, New York.

Feb. 5-7: New England Tv Exposition, Worcester, Mass.

Feb. 11: Academy of Television Arts & Sciences, annual awards dinner, Palladium, Hollywood.

Fed. 12-13: Oregon State Broadcasters Assn., U. of Oregon, Eugene.

Feb. 14-20: Advertising Recognition Week.

Feb. 15-16: ABC-AM-TV Affiliates meeting, Roosevelt Hotel, New Orleans.

Feb. 18-20: Southwestern Assn. of Adv. Agencies, 21st annual convention, Rice Hotel, Houston.

Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.

Feb. 20: Vitapix Corp., annual meeting of stockholders and board of directors, Washington.

Feb. 21-28: Brotherhood Week.

MARCH

March 5: Michigan State Radio & Television Conference, Michigan State College, East Lansing.

March 15: BMI program clinic, Hotel Vancouver, Vancouver, B. C.

March 17-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 22-24: Canadian Assn. of Radio-Tv Broadcasters, Chateau Frontenac, Quebec City.

March 22-25: Institute of Radio Engineers, Waldorf-Astoria, New York.

March 27-28: Mississippi Broadcasters Assn., Buena Vista Hotel, Biloxi.

APRIL

April 4-6: American Public Relations Assn., Hotel Biltmore, New York.

April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.

April 18-23: Inside Advertising Week.

April 19: Advertising seminar, Canadian Assn. of Radio-Tv Broadcasters, Toronto.

April 22-24: American Assn. of Advertising Agencies, Greenbrier, White Sulphur Springs, W. Va.

April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.

April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.

April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.

April 28: Brand Names Day.

MAY

May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.

May 5-7: IRE Seventh Region Conference & Electronic Exhibit, Multnomah Hotel, Portland, Ore.

May 23: NARTB Convention, Palmer House, Chicago.

JUNE

June 20-23: Advertising Federation of America, Boston.

June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.

June 27-30: Advertising Assn. of the West, Salt Lake City.

AUGUST

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

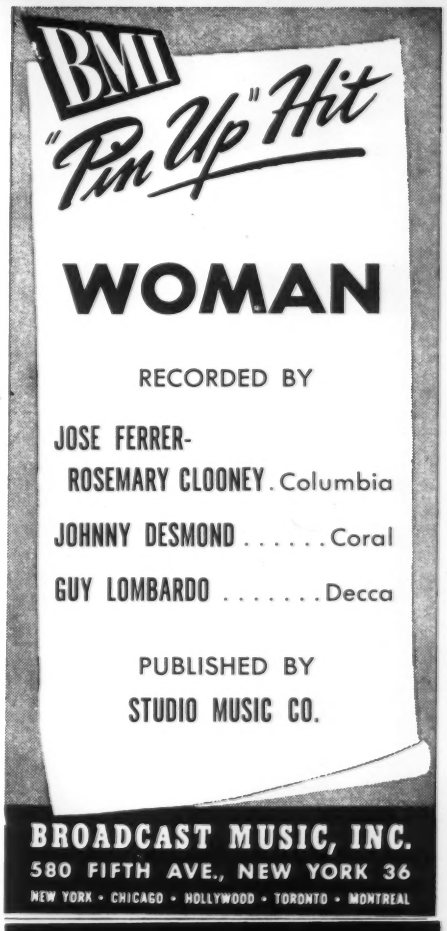
SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards, National Safety Council.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 30, Oct. 1-2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405


BMI
"Pin Up" Hit
WOMAN
RECORDED BY
JOSE FERRER-
ROSEMARY CLOONEY . Columbia
JOHNNY DESMOND . . . . . Coral
GUY LOMBARDO . . . . . Decca
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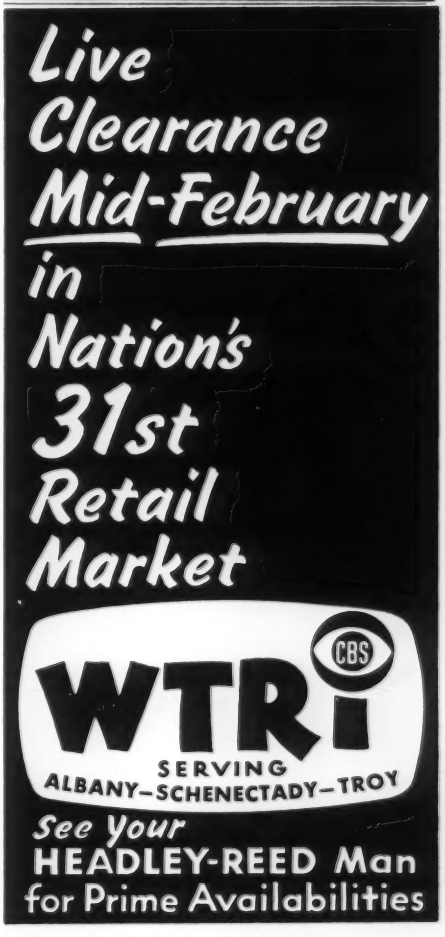


Confirmation

ALTHOUGH he has survived the test of Senate confirmation, FCC Comr. Robert E. Lee may expect to remain, at least for a while, under close surveillance by those who opposed his nomination. They will be watching him for evidence to support their expressed belief that he will favor extremist elements.

Unless we have badly misjudged him, we doubt that the opposition will find what they will be looking for. Both in his official capacity as an interim appointee since last Oct. 6 and in private conversations Mr. Lee has expressed moderate views which are at obvious odds with the extremes represented by a few of his personal friends.

We say this despite having taken a wait-and-see attitude at the time of his original appointment last fall. There were many then who questioned the appointment of a man with no background in any phase of communications. In his service since then, Mr. Lee has demonstrated a knack for acquiring knowledge of the field quickly. That and his unarguable experience in legislative and governmental matters entitle him to the seat he has won.

What's It All About?

THE revival of Dept. of Justice investigation in the advertising field suggests that the department and its FBI agents are hard put to find something with which to occupy their time.

The anti-trust law violations which the department apparently is seeking have been proved time and again not to exist. There have been several thorough explorations into supposed anti-trust practices in advertising, and all have come to the inevitable dead end. To start another expedition of that kind exposes the Dept. of Justice to suspicion that it is either over-staffed or over-zealous.

Probably the most unsettling factor in the present investigation is its secrecy. The form letter which various advertising and media associations have received from Stanley N. Barnes, Assistant Attorney General, is courteous but unspecific. It requests cooperation in an investigation, but the purposes of the investigation are wholly unexplained.

While the associations unquestionably will cooperate, as asked, they must do so under the disturbing condition of not knowing whether they are under scrutiny for alleged crimes which they have committed or which have been committed by someone else, or—as is more likely the case—for crimes which have never been committed by anybody.

It is a situation which promises to cause worry for association executives and members, work for lawyers, and nothing more. As such the Dept. of Justice investigation hardly conforms to the announced administration policy of cooperation with business and economy in government.

Programming Counts

THE American Research Bureau studies of uhf development in vhf areas clearly show that service in the upper band is progressing in general.

It would be unrealistic to say that a uhf grant is a free ticket to fortune, but it would be equally unrealistic to consign uhf—as a service—to a second-rate status.

The ARB survey of last January, as reported in this issue, showed that the percentage of uhf set saturation increased since the previous survey in October in all but two of the uhf-vhf areas under study. Even in those two the numerical count of uhf has grown.

What the ARB studies most pointedly suggest is that in those communities where uhf is equipped with program services of equal quality to those of vhf competition and where aggressive uhf promotion has been carried on the uhf audience is big and attentive. Clearly, as far as the public is concerned, the distinction is not between uhf and vhf as regards the technical natures of the two but between popular programming and unpopular programming and between aggressive promotion and lackadaisical promotion.

The question of how many television stations can be supported by any particular community will ultimately be settled not so much on the basis of how many are uhf or vhf as on how many total stations are involved, how many can find the programs and promotional techniques that win audiences.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Who's bright idea was it, having a live polar bear on that home freezer show?"

Ornaments or Implements?

BY VOTE of the NARTB Radio and Television Boards both the radio and television codes have been toughened.

On paper the words look good. The question next to be answered is whether they will serve any purpose but ornamentation.

As for the radio code, it has languished in such obscurity for so many years that it was something of a shock, when the Radio Board adopted amendments, to realize there was a code to amend.

The television code, however, has been kept in the limelight, if only by the display on subscribing stations of the Seal of Good Practice, which most program directors are clever enough to show at times when it will not conflict with a half-hour pitch for a hair tonic.

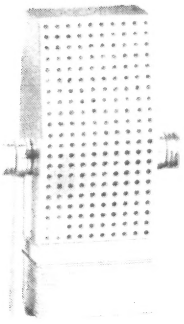
Unless a serious effort is planned to revive the radio code and encourage observation of its restrictions, the radio board would have been well advised to have left it in the attic trunk. The addition of prohibitions against improper representation of medical testimonials and against bait-and-switch advertising do not, in themselves, constitute significant progress. The evils of both have been widely recognized for some time by medical societies, by Better Business Bureaus, by ethical broadcasters and—in at least one case of bait-and-switch advertising—by the police.

The utility of any code is questionable, particularly if the code is written for the cynical purpose of having something to show when criticism of prevailing practices becomes significant.

The television code has been given more stature than it probably deserves because members of the Television Code Review Board have worked hard to encourage telecaster cooperation. There can be no doubt that the code has been of some value, especially as a means of discouraging the use of off-color material and arresting what was becoming a trend toward excessive nudity among females on the air.

But its commercial limitations were widely ignored in their original and somewhat vapid form. Whether they will henceforth receive more respectful attention now that they have been better defined will largely depend upon the degree of toughness that the review board and the NARTB Television Board are willing to apply.

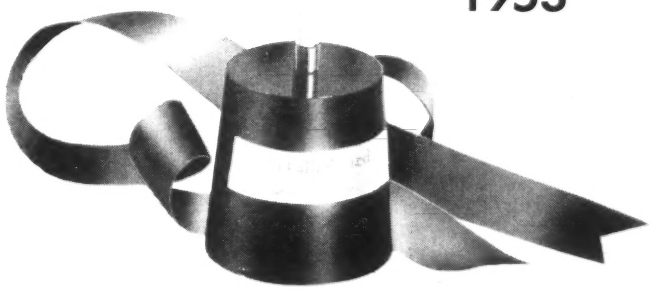
It hardly seems desirable that stations be allowed indefinitely to show the public a Seal of Good Practice at one moment and clutter up the air with obvious violations of the code at another.



Bea Johnson

"ACCOMPLISHED MIRACLES"

to win the coveted 1953



McCall Golden Mike Award!

Bea Johnson, Women's Director, KMBC-KFRM and KMBC·TV, "accomplished miracles" to win the 1953 McCall Magazine Golden Mike Award for service to her community. Bea's campaign in the interest of home and traffic safety has brought another great honor to the Heart of America and to Arthur B. Church's radio and television operation. Thanks to McCall's and congratulations to Bea Johnson!

The awards committee, in making the Golden Mike citation for Bea's outstanding crusade, aptly put into quotes, "accomplished miracles," which is the very essence of the outstanding performance that has kept KMBC the top station in the Kansas City primary trade area for almost 33 years. The same performance has put KFRM in its enviable position and now is rapidly elevating KMBC·TV to the top spot.

The McCall Golden Mike Award is probably the greatest recognition a woman in broadcasting can achieve. Midland Broadcasting Company is mighty proud of Bea Johnson, and proud to add this honor to a host of others – all concrete evidence of the ability of KMBC-KFRM and KMBC·TV literally to "accomplish miracles" in the public interest and for its advertisers.

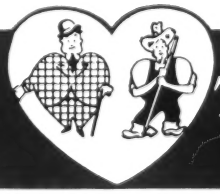
Write, wire or phone KMBC-KFRM or KMBC·TV, Kansas City (or your nearest Free & Peters colonel) if your heart is set on selling the whole Heart of America.

KMBC·TV

BASIC AFFILIATE CBS TELEVISION NETWORK . . . SHARING TIME WITH WHB-TV

CBS channel

KANSAS CITY, MO.



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA